



TV 18



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SEASON

CASE STUDY

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ALL INDIA BHAKCHOD CASE STUDY

About the Trend:

English stand up comedy has exploded in the Indian entertainment circuit since 2009. From one open mic night every fortnight in only Delhi and Bombay, India now have dedicated comedy clubs and some sort of live stand up comedy in all metros at least thrice a week.

Increasing number of Youtube channels and content creators are entering the English comedy space.

Increasing amount of content is being consumed over mobile networks and Whatsapp besides “traditional” platforms like Youtube.

Other stand up comedy groups have started following the AIB model of producing online content to reach a higher number of people to positively influence ticket sales.

Majority of the audience across channels and live shows remains common given the relative niche within which English comedy operates.

Besides clubs and auditoriums, an increasing number of college festivals are also starting to recognize stand up as a legitimate art form though they do not consider it on par with a musical act or DJ performance.

About AIB:

AIB functions as the crossroads at which India’s most widely-heard comedy podcast, its best-selling live stand-up collective and one of its Top 20 YouTube channels meet. Comprising Tanmay Bhat, Gursimran Khamba, Rohan Joshi and Ashish Shakya, AIB are widely regarded as India’s premier comedic tour-de-force across multiple forms of media.

AIB: YouTube:

Primary digital engagement video remains the All India Bakchod Youtube channel with over 6 lakh subscribers. One of India’s top 20 Youtube channels and one of the only two non-corporation channel.

Six of AIB’s twelve videos have already crossed over 1million hits. Each comedy sketch video is a look at India’s biggest socio- economic and political news events. Some of the most popular AIB videos include:

It’s Your Fault:

is a satirical anti-victim blaming public service announcement featuring Bollywood star Kalki Koechlin and Channel V’s Juhi Pande. The video has over 3 million hits.

Rahul Vs Modi:

The video looks at the level of political discourse in the country between Prime Ministerial hopefuls Rahul Gandhi and Narendra Modi fans and the arguments they use to trumpet each other’s preferred candidate.

Nayak 2 and Yo Yo Kejru Singh:

The video looks at the rise of Arvind Kejriwal as India’s Batman and imagines him singing a rap song about his party’s travails.

AIB sketches also regularly feature on Indian aggregator websites such as Scoopwhoop, Storypick, IBN Realtime and more.

AIB’s Youtube videos have been featured on mainstream media across the globe.

AIB on Other Social Media:

AIB on Facebook: The All India Bakchod Facebook page is highly-engaged with 350,000 likes and is officially verified (www.facebook.com/Indiabakchod).

AIB on Twitter: Each member of AIB has a strong individual presence of Twitter with a combined following of over 2.3 lakh (0.23 million) subscribers.

AIB on Google Plus: Co-founders Tanmay Bhat and Gursimran Khamba have verified profiles on Google Plus with each having 2.5 lakh (0.25 million) followers.

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AIB: Podcast:

Started in early 2012, the AIB podcast so far totals 23 episodes with each having over 10,000 listeners. It provides an off-the-cuff and uncensored view on the biggest news stories of the country as well as conversations with celebrity guests such as Russell Peters, Anurag Kashyap, Ranvir Shorey, Raju Srivastava, Usha Uthup, Andy Zaltzman and many more.

Live Properties:

Since July 2012, AIB has successfully completed 70 live sold-out comedy shows with over 33,000 tickets sold across the country. AIB's live comedy productions include:

The Royal Turds:

Established in 2013 at Mumbai's iconic Liberty Cinema, The Royal Turds is AIB's sub-continental snip on the Razzie awards, and they celebrate and award the worst of Bollywood from acting, direction, lyrics, etc through a mixture of stand up, sketch and musical comedy.

With shows across Mumbai, Delhi, Pune, Bangalore, Chennai, Kolkata and Dubai, the show sold over 30,000 tickets in 2014 with each show selling out.

AIB Bootcamp - Two Day Workshop - By Comedians for Comedians:

The AIB Bootcamp is an intensive, 2-day workshop meant to provide skill training and platforms to budding comedians across India. The Bootcamp selects participants in groups of 15 and each group is taken through the basics of joke writing and stage performance. The goal of the boot camp is for each participant to have two minutes of material by the end through the tools they have been given.

The AIB Bootcamp is also conducted across colleges and festivals to introduce young people to the world of stand-up comedy.

Overall:

The company started as a live stand-up comedy collective but has transformed into a digital content creation company that also does theme based live stand up shows.

AIB has also started creating content for brands digitally and become a part of their marketing platform.

About the Members:

Gursimran Khamba is the co-founder of AIB and has been a stand-up comic since 2009. He enjoys talking about things people don't like talking about. After learning his chops on the Delhi open-mic circuit, he moved to Mumbai and became a regular at The Canvas Laugh Factory and The Comedy Store. Last year, he performed at over a 100 shows across the country. Some of his clients include Hindustan Times (Crystal Awards), ICICI Tatva, Facebook, AT Kearney, Publicis Groupe and many more.

Khamba is also a weekly columnist for Firstpost and DNA newspaper, Mumbai and his writing has been published and featured in GQ India, Grazia, Hello Magazine, Marie Claire India, India Today, HT Brunch, NH7, Yahoo! Exclusives and more. His television credits include The Indian Television Awards, Jay Hind! and MTV Rock The Vote which he wrote and co-starred in.

"Perhaps the most outrageous comic" – Deccan Herald • "Represented a brand of comedy that perhaps is the most respected" – Open Magazine

"A +. Even his loaded silences caused massive outbursts of laughter" - The Sunday Guardian

Tanmay Bhat is the co-founder of AIB and is one of India's brightest comedians. He's also a member of Weirass Comedy – India's first and only comedy consultancy, an improviser with The Cardinal Bengans, a television writer with over 8 years of experience (Filmfare Awards), a feature film writer, humour columnist with Firstpost and Time Out Mumbai besides being a public speaker.

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His corporate clients include India Infoline, Yahoo!, Reliance, Hindustan Unilever amongst a host of others. Tanmay has performed in Dubai, The Comedy Store in London, The world's largest arts festival (Edinburgh Fringe) in Scotland and Singapore.

His television credits include India's first English sketch comedy special Ripping The Decade on Star World.

."Bhat is the next big thing in comedy!" - Pune Mirror

"Tanmay is such an exciting talents that you need more than just your hands to clap for him. His stuff is edgy, personal, real and has the pace of a rebel invasion" - Vir Das

"Bhat has acquired celebrity status on Twitter and has gathered a fairly large following of people who diligently spread the word of mouth about his shows" - CNN IBN

Rohan Joshi is a member of AIB and was on the Times of India's list of top ten comedians in India in 2012, an honour he has delivered upon, with over 250 shows at premier venues in India and internationally.

He performs regularly for corporate clients across India. He has performed for some of the biggest names in corporate India, including Vodafone, Hindustan Unilever (HUL), Tata Communications, Audi, Volkswagen, The Economic Times, Femina, Directi, Forevermark, Deutsche Bank, and Barclays among others. He has performed to packed auditoriums in Mumbai, Delhi, Bangalore, Pune, Calcutta and Hyderabad.

In 2011, he performed at the largest, most prestigious comedy festival in the world, the Fringe Festival in Edinburgh. That year he also joined a select group of Indian comedians to have performed at the Comedy Store in London. He has gone on to perform in Dubai and Singapore since.

Rohan has co-written the prestigious Filmfare awards two years in a row; the 2012 edition, hosted by Shah Rukh Khan and Ranbir Kapoor, and the 2011 edition, hosted again by Ranbir Kapoor, with Imran Khan.

Ashish Shakya is a stand-up comedian, humour columnist and TV writer, with more than seven years of work experience. On the TV front, he's worked with brands that include MTV, Channel V, Bindass and SAB TV, having written stand-up, sketches, magazine-style shows and reality TV. As of now, he has been co-writing the hit news comedy show 'The Week That Wasn't with Cyrus Broacha' on CNN-IBN for about five years (250+ episodes and counting).

He also has a weekly humour column (now more than four years old) with the Hindustan Times, titled 'The Blunder Years', wherein he expounds on everything from Pakistan to the futility of politics and online dating and everything in between. (You can read the columns here: <http://www.ashishshakya.com>).

He has performed in Dubai, Mumbai, Bangalore, Pune, Delhi, Gurgaon, Hyderabad, Goa, Indore and Chennai, and has written for brands that include the Filmfare Awards 2012, ET Now, the Hero Group and the Aditya Birla Group, to name just a few.

Ashish's personal stand-up takes a no-holds-barred look at everything from Indian and international politics, to pop-culture, relationships and the general idiocy and idiosyncrasies of the world. It is edgy and mature in its sensibilities.

AIB Competition and Main Aim for Next Few Years:

Competition would be, other comedy Youtube channels that have and will continue to emerge over the next 2-3 years.

The main aims remain:

- Growth in terms of the number of original sketches created for distribution .
- Becoming a production network similar to the Nerdist network which becomes an umbrella brand that does comedic content on video, live and audio only, across formats.
- To write and produce a mainstream feature film and provide production support to other comedy artists wanting to branch out.
- To create a culture where comedy is taken seriously and be able set new benchmarks in the quality of Indian comedic content available for people to consume.

Brand Positioning vis-à-vis Others:

In general AIB is edgier than others in the comedic space. We also do things if we find them cool so the word swag is thrown around a lot. The main idea however, is to be recognised as the comedy company that changed the way people perceive

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Indian comedy both in terms of quality of content, its ability to be outrageous and always experimental (like we are on our Youtube channel in terms of creating musical content, animated content etc).

We categorically stay away from projects that we think don't fit our sensibilities and may hurt the brand.

Key Objectives and Deliverables:

The key deliverable here is to position AIB as a source of premium and unique comedy, digitally and live. Therefore, how can AIB break free from the clutter of other comedy performances that are taking centre stage on different platforms?

Secondly, what are the different marketing methods we can use to ensure and incentivize people to pay more for live comedy than what they do now, given the high production costs.

Expected Methodology:

Primary:

Understanding the perception of AIB vis a vis other Youtube channels in the same space and also on the live stand up comedy front.

Understanding the business models of these groups and how it might vary from AIB's model.

Researching potential merchandise that fans might be interested in, their awareness of AIB's existing merchandise and what price points would be suitable for the same.

Secondary:

Identifying the profile of an AIB fan and what makes him/her an AIB fan.

Challenges:

Limited supply of comedy writers in the industry.

Mainstream media platforms like television are restrictive in terms of content. Switching to doing a television show would mean giving up on a lot of values that makes AIB what it is and what makes people tune in.

Competing English stand up comedy groups and Youtube channels that are in a similar content space.

Limited financial means of students and consumers of live content.