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HOW THE PIRACY MILL WORKS

The packaging of pirated DVDs resembles that of original ones, which makes it difficult for customers to distinguish between the two

> A DVD machine worth ₹5cr churns out 20 DVDs every minute

> The making cost of each DVD is about ₹4 to ₹5

> Kingpin Khaja Moideen's gang is still operating across TN

> His manufacturing unit in B'uru produces discs as per orders from different cities and towns in TN

> Bundles of pirated DVDs are transported from Bengaluru through couriers or parcels in trains and buses

> Pirated versions of Tamil DVD and CD sales grossed up to ₹1 crore per day in Chennai city alone

> There are about 30 DVD and VCD shops and 50 godowns on Ritchie Street in Chennai

> About 2,400 regular DVD and VCD shops and 3,000 roadside vendors sell pirated DVDs, VCDs in Chennai

> Chennai police arrest 50 people and seize about 20,000 pirated copies of DVD and VCD every month

Clueless cops stick to old prices

Although a piece of unwritten DVD currently costs ₹20 and ₹12 if bought in bulk, police during confiscation of pirated or smuggled CDs and DVDs still rate them by the old prices. Police earlier rated the DVDs at ₹400 per piece and now rate them at ₹200. The escalated rate however magnifies the cost of the seized loot even though it might actually cost way less if calculated according to current market prices. Thus, if department officials in a raid recover 10,000 DVDs, they claim to have seized discs worth ₹20 lakh before the magistrate even though the actual price would be ₹2 lakh.

PIRACY RACKETS ARE KILLING PRODUCERS. MANY SMALL BUDGET MOVIES ARE STRUGGLING HARD TO EARN A DECENT REVENUE DUE TO PIRACY ITSELF

Nasser | ACTOR AND PRESIDENT OF SOUTH INDIAN FILM ARTISTS ASSOCIATION



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