

# Launch of 'R-10 The Movie'

by Ronaldinho in India



title style



# Background & Objective

- Bala Entertainment, the film production business of the Venkateshwara Hatcheries Group, has signed up Brazilian football superstar Ronaldinho for an international movie project
- Titled 'R-10 The Movie', Ronaldinho will feature in the lead role of R-10 in the sports-adventure animation film. One of the biggest and prestigious projects of Bala Entertainment, the movie is scheduled for worldwide release in May 2014, the year of the FIFA World Cup in Brazil
- The objective was to create buzz before the launch of the movie, and at the same time engage Ronaldinho with Indian media to give a flavor of the movie
- Ronaldinho being an international sports superstar, the big idea was to highlight him getting into movies and starring in an animated movie called R-10

# What did we actually do?

In a nutshell...

- Lined up series of interviews for Ronaldinho & Balaji Rao, Managing Director of Bala Entertainment
- The focus was on both sports and entertainment media thus keeping a balance between both the categories

Where?

- Pune and key entertainment & sports journalists were taken from Mumbai



# Media

Some of the major national media covered Ronaldinho's movie launch ...

- Times of India
- Mumbai /Pune & Bangalore Mirror
- Bombay/Pune/ Delhi & Bangalore Times
- DNA
- Midday
- Indian Express
- Asian Age
- Times Now
- NDTV 24x 7
- CNN IBN/IBN Lokmat
- Sahara Samay
- 1/18/13  
E 24 News



# Key achievements

- The launch saw a huge attendance of over 120 journalists
- Taking journalist from Mumbai helped to achieve stories across national newspapers
- Widespread positive stories across key newspapers, channels, magazines & portals
- The launch saw 74 print, 50 onlines & 15 electronic stories



# Media Snapshot

## Every good idea has to last, says Ronaldinho

Brazilian Star Looks At Life Beyond Soccer; Gives Thumbs Up To Tiki-Taka



**Times of India**

### Highlights

Ronaldinho says he will continue to play football as long as he enjoys it. He also mentioned his love for Tiki-Taka and his admiration for Lionel Messi.

## stop press



**RONALDINHO COMES TO INDIA**  
Brazilian football player Ronaldinho Gauchó arrived in India.

**Hindustan Times City**

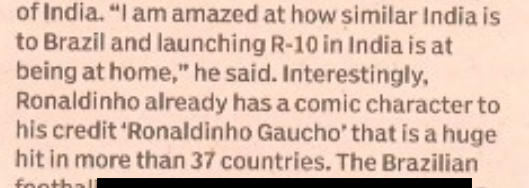
star player, who is currently in Pune, Maharashtra, has been facilitated by Indian poultry major Venky's who own the English FA outfit, Blackburn Rovers. HTC

## Bala Ent inks deal with Ronaldinho for film project



Brazilian footballer Ronaldinho has signed up for an international film project titled 'R-10' with Bala Entertainment, the film production business of the Venkateshwara Hatcheries (VH) Group. The VH Group also owns the English Premier League team Blackburn Rovers. Ronaldinho features in the lead role of 'R-10' in the sports adventure animation film that is slated for a worldwide release in May 2014, the year of the Soccer World Cup in Brazil. This film marks the entry of Bala Entertainment into the global animation film market. Ronaldinho who was in Pune to announce the project said he was overwhelmed with the response from people of India. "I am amazed at how similar India is to Brazil and launching R-10 in India is at being at home," he said. Interestingly, Ronaldinho already has a comic character to his credit 'Ronaldinho Gauchó' that is a huge hit in more than 37 countries. The Brazilian footballer has also acted in a number of national and international films. He is the 2004 and 2005 FIFA World Cup Player of the Year. He won the award in 2004 and 2005. 'R-10 The Movie' will be Ronaldinho's first film to be released worldwide.

## I'm training hard to make it into WC squad: Ronaldinho



**Financial Express**

## I'm training hard to make it into WC squad: Ronaldinho

**Pune Mirror**

Ronaldinho, who was promoting an animation movie which has the lead character based on him. It is his first visit to India.

"Players like Neymar and Ganso are talented but they have a lot to improve on and the 2014 World Cup will be a stepping stone in their career. Neymar has exceptional talent and he can be the best in the world if he realises and plays to his true potential."

Neymar is looked upon as Brazil's answer to Lionel Messi and even though the two play in different continents comparisons are being made very often to determine who is the best player in the world.

Ronaldinho reserved some praise for his former Barcelona team mate Lionel Messi. "Messi is a great friend and he has been exceptional with 91 goals. I vividly remember the delight on his face when I had assisted him in his very first goal for Barcelona. He is currently the best footballer in the world and has age on his side to create more records," said

## I'm training hard to make it into WC squad: Ronaldinho

Ronaldinho, referring to Messi's most recent feat. Messi scored 91 goals in 2012 to break German Gerd Muller's 1972 record of most number of goals (85) in a calendar year.

Ronaldinho also wished speedy recovery to Barca boss Tito Vilanova who suffered a relapse of a tumour in his mouth.

"It is unfortunate for Tito because he was doing well with Barcelona leading the La Liga with a comfortable margin. He has done it in the past and I am sure he will recuperate from his illness." Vilanova was part of the coaching staff during Ronaldinho's spell at Barcelona.

**I know it will not be easy because Brazil is never short of young talent**

**RONALDINHO ON HIS CHANCES OF BEING PICKED FOR THE WORLD CUP**

Brazil ace Ronaldinho chills young fans with autographs yesterday

# Ground to celluloid, R10 gets ready to tame aliens

Shail Desai  
#sports@hindustanmir.com

**PUNE** Ronaldinho didn't intend on touching a ball at the few hours he spent at a promotional event on Friday. But when he did, quite by chance really, he made the day of a little boy dressed in a replica of his AC Milan jersey and left those who knew his works with a smile of familiarity.

The enthusiastic autograph hunter split the football he was carrying in his hand. The trademark, cheeky grin followed as he signed and handed the ball over to the overwired boy. Another engagement followed.

Though he spent the last three chapters by his preference, his smile was very much right through his 14-year career. The floppy, white shirt concealed his packaged abs but the uni-



Ronaldinho unveils his upcoming movie project in Pune. PTI PHOTO

formed hairband was in place, holding back his noodle-hair mop. The 32-year-old is one who relishes his golden years at Barcelona between 2003 and 2008, after winning the La Liga titles (2005-06) and the Champions League (2005-06). The same period won him individual honours, yet the No. 10 jersey had soon to be surrendered to a successor - one, Lionel Messi. It was time to move on. While the focus currently is on an animated movie produced by Venky's Balaji Rao where his avatar takes on the aliens, Ronaldinho is dreaming another dream - the 2014 World Cup in Brazil. "It's a big moment for any footballer when the World Cup comes home. I hope to make the national squad," he said.

Pune Mirror

# 'Samba style will last long'

Ronaldinho, now in Pune, says he is excited about Brazil hosting 2014 WC

**DNA Correspondent in Pune:** Ace Brazilian footballer Ronaldinho is all set to make his acting debut. The football star will be seen in an animated movie *R-10*, which is expected to release in 2014. The movie will show an animated avatar of Ronaldinho. Balaji Rao, managing director of Bala Entertainment International, announced the upcoming project in Pune on Friday. On the sidelines of the event, the former world player of the year (twice) spoke about the FIFA World Cup 2014, his club and future plans. Excerpts:

**We are all excited about the World Cup happening in Brazil. As far as my performance is concerned, I am doing my best to get into the team. I would definitely love to be a part of the World Cup.**

**Can we expect you featuring in Blackburn Rovers' team in the future?**  
(Laughs) In future, anything is possible. But right now, I will be playing for my club Atletico Mineiro and won't be moving out till 2014.

**Tell us more about your new project. How challenging will it be?**  
I am very happy to be chosen for the movie. I won't be able to give more details of the movie, but this is a whole new project for me and there is a lot more to learn from it. I am going to enjoy this stint with many good professionals. **Brazil will be hosting the 2014 FIFA World Cup. What role do you see yourself playing in it?**

**Barcelona coach Tito Vilanova has undergone a tumour surgery. Do you have any message for him?**  
Yes, I have sent him a message. I hope he will recover fast and will be seen on ground soon.

**Brazilian style football is getting popular throughout the world. How long do you think it will last?**  
It is all about enjoyment. Any good style, which is fun to play, will definitely last long.



Ronaldinho at the launch of his movie in Pune on Friday -Shankar Thakur/DNA

DNA

# 'India feels like second home'



AGE CORRESPONDENT  
PUNE, DEC. 28

Brazilian football legend Ronaldinho on Friday unveiled the look of his international animation movie, *R-10* — a Bala entertainment and Sohail Khan production film.

Asian Age

with Ronaldinho playing the central character who saves the planet from aliens using his football skills. On his maiden visit to the sports star said, "I am overwhelmed by the Indian hospitality. It is similar to Brazil in so many ways. I like to think of it as my second home."

# पुणेकरांच्या प्रेमाने रोनाल्डिन्हो भारावला

फर्ग्युसन रोडवर चाहत्यांच्या गर्दीत हरवला फुटबॉलचा सुपरस्टार

म. टा. प्रतिनिधी, पुणे

पुणेकरांच्या प्रेमाने रोनाल्डिन्हो भारावला आहे, याचे त्याला आश्चर्य वाटते. जगातला एकदा फुटबॉल खेळण्यासाठी पुणेला येण्याची ही पहिलीच वेळ. त्यामुळे कर्तव्य म्हणून त्याने चाहत्यांचे आभार व्यक्त करून घेतले.

तटपणे ही गर्दी उधळली होती. बला एंटरटेनमेंटच्या 'आर-१०' या अॅनिमेशन सिनेमात रोनाल्डिन्हो मुख्य भूमिका आहे. अर्थात, हा अॅनिमेशन सिनेमात अजून, तरी याला रोनाल्डिन्होचे फुटबॉलचे दिग्दर्शन आहे. त्याची घोषणा करण्यासाठीच रोनाल्डिन्हो पुणेला आला होता. हा सिनेमा ते २०१४मध्ये रिलीज होईल. पुणेकरांच्या प्रेमाने रोनाल्डिन्हो भारावला आहे, याचे त्याला आश्चर्य वाटते. जगातला एकदा फुटबॉल खेळण्यासाठी पुणेला येण्याची ही पहिलीच वेळ. त्यामुळे कर्तव्य म्हणून त्याने चाहत्यांचे आभार व्यक्त करून घेतले.



सन्तोष मोहले

Maharashtra Times

वर्षात काय घडेल, ते सांगता येत नाही. त्यासाठी रोनाल्डिन्हो भारावला आहे. भारतात येण्याची ही पहिलीच वेळ आहे. त्यामुळे कर्तव्य म्हणून त्याने चाहत्यांचे आभार व्यक्त करून घेतले.