

Second Pan-IIM World Management Conference
#iimwmc2014

Globalizing Indian Thought

**Globalizing Bollywood, Football & Kabaddi:
Lessons from Cultural Industries**

In Conversation with
Abhishek Bachchan,
Actor and Sports Entrepreneur

November 07, 3:45pm,
MDC Auditorium, IIM Kozhikode

Bollywood is influencing Hollywood with the musical film genre. Baz Luhrmann's *Moulin Rouge!* (2001) was inspired by Bollywood. Its critical and financial success renewed interest in the then-moribund Western musical genre, with subsequent films *Mamma Mia!*, *Chicago*, *Hairspray*, *The Phantom of the Opera* and *Enchanted* fuelling a renaissance of the genre.

Football is India's second most popular sport, next to cricket. The ongoing Indian Super League is expected to boost football's popularity in the world's second most populous nation by showcasing top global players to Indian fans.

Kabaddi is an ancient sport that originated in South India, and has now become popular throughout South Asia, and has spread to Southeast Asia, Japan and Iran. The recently launched Pro Kabaddi League takes our truly indigenous sport of Kabaddi to levels of new professionalism.

**Indian Cinema and Sports
have been reasonably successful in globalizing
themselves.**

**What do business management thinkers learn from
cultural industries??**