

Almost everyone has heard of bindass bengali movies. It is a famous brand in Bengali cinema, largely viewed as influential. The brand was named after the sister company of filmmaker Rituparno Ghosh's company, bengali movie 722 part 1. This company produces popular films in Bangladesh, including Nayak and Kaante which are critically acclaimed for being so intimate to the lives of people sometimes referred to as "ordinary people". The original concept of bindass can be seen back in 1926 when it was first used to advertise Chittagong Match Factory Limited products. Before that time, the term could be translated into "shoot", because their motto was "Shoot your best shot. Shoot it on time". When the brand was launched in 1975, it was referred to as "the little Indian film production company" due to the fact that it had only 29 employees. They were generally new graduates who did not know if they could make an impact. Instead of starting with big names like Satyajit Ray, Rituparno Ghosh and Mrinal Sen, they introduced new faces like Shonali Bose and Sabitri Chatterjee. Despite its humble beginnings, bindass had become an indispensable part of Bengali cinema by the 1980s. Its ability to adapt to changing trends in entertainment also had its detractors. However, it has been proved that bindass is a brand with immense potential, mostly because of its ability to make films which are different from normal entertainment. Its uniqueness lies in the fact that each film made by bindass has something special to offer. During its first two years of production, they produced "Shatranj Ke Khilari" directed by Satyajit Ray, who was 42 at that time. Then came Ashani Sanket directed by Ritwik Ghatak. Nayak directed by Rituparno Ghosh and "Jaani Babu" directed by Mrinal Sen. All of them were very successful and made history in the industry. Now bindass is a well-known brand name in the film industry, which has had a great impact on Bengali cinema. They always produce some interesting movies every year and they also produce movies for younger audiences which makes it really special. The movies are always different from normal movies because of their intimacy with real people.

They have a separate department for new directors, where they produce their first movie, who will be directors later on. It has been proven that most of them do very well after that and become known as directors. They have recently created a special credit market, where their movies are being sold. They are being sold to the audience through the internet. The people can watch them online and if they like, they can do an online subscription. This will be helpful for people because it gives them the opportunity to watch what interests them, when they want to. So far bindass have made many great movies which have been appreciated by everyone in the world. They have also come out with various advertising techniques, one of which is "Please Kill Mr Kala" directed by Anjan Dutt which was made as a radio commercial for an insurance company.

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