

When MBA lads met the 'three idiots'

Staff Reporter

BANGALORE: Students of the Indian Institute of Management-Bangalore had a treat in store for them on Tuesday.

After watching a special screening of the box office stunner "Three Idiots", cast and crew of the movie, including actors Amir Khan, R. Madhavan and Sharman Joshi, turned up at the institute to thank the staff and students for their support during the shooting of the film.

The film was shot on IIM-B's sprawling campus in 2008 and early 2009; the cast and crew stayed on campus for nearly a month.

The movie has been running to full house since its release on Friday.

As the students put it, they

The movie, which is running to packed houses, was shot on the IIM-B campus

found themselves constantly drifting to catch nuances in the movie's background and glimpses of their friends or professors.

"This was one movie where most people were more concerned about what was going on in the background than in the actual scene," a student said. A few students even played cameo roles in the movie.

The screening was followed by an interaction with the three lead actors, director Rajkumar Hirani of the Mun-nabhai series fame, and producer Vidhu Vinod Chopra.

The crew took questions on a variety of topics ranging from Aamir Khan's new look to the educational system and what they thought of the IIM-B campus.

Students said they were impressed with the depth with which the cast and crew spoke on the state of the education system.

Marketing strategy

And how could any interaction, particularly one with an audience full of soon-to-be management executives, be complete without discussing Aamir Khan's unique marketing strategies?

Aamir Khan shared his experiences, and spoke at length about marketing and his understanding of consumer response and behaviour.

"Good marketing is essential to generate excitement in the eyes of the consumer," he emphasised.

'Insights'

Aamir Khan also impressed the young and discerning audience with his insights on the "rat race" which students are forced to be part of, and the need to allow them to grow into well-rounded beings — much in line with the issues thrown up in his last release "Tare Zameen Par".

Instead of asking children about the marks they scored in an examination, parents should ask their wards about the number of people they helped, the number of people they made happy or the people they helped cross the road, he said.