

# 'The Holy Cow' - Coverage, 2023/24

## the**script**lab

- 'The Holy Cow' offers up a great platform to examine the conflict, growth and interweaving storylines of this Indian-American family, the Agarwals.
- 'The Holy Cow' can find itself on the next level of family drama, with the likes of Nicole Holofcener films, Noah Baumbauch, or any films that give a slice of life and explore how a few small characters make important changes in their lives.
- This would be a great indie film for a streamer - nothing about it demands a big screen - it feels like a film that could be made at a small budget.
- It feels like it can land in a sweet spot between off-beat comedy and romantic comedy.
- Cheeky and humorous - a very strong voice from the writer.
- Specific mention should be made of the writer's of-beat style choices peppered throughout the script - they are funny, tongue-in-cheek, offer up a bit of Wes Anderson-style humour and will draw in the audience.

### THE GRIFFIN CONSULTANCY

#### FILM INDUSTRY SCRIPT COVERAGE

- The concept fits brilliantly within the genre, especially films about restaurants and food - the characters are likeable and we want them to succeed. We hit many of the required beats required for a successful film.
- THE HOLY COW is a heart-warming and engaging drama that focuses on how an Indian-American's life changing decision to take over his father's ailing restaurant business affects him and his family.
- We know films and TV shows about food work. To all humans, food is primal, and due to this there's always a market. With THE HOLY COW we can almost smell the food at times. A similar film THE HUNDRED FOOT JOURNEY attracted a stellar cast and crew and was a box office hit.
- The script already feels well developed with great characterization and dialogue.

- THE HOLY COW works really well as a drama in the sub \$10million category. It is hard to find funding for straight forward drama, that isn't blended with another genre. So it's integral that the budget be kept to a minimum to entice funding and development interest. What's really great about the story is that it is wholly seen from an Indian-American family's perspective, and with this diversity it is elevated to something a lot more attractive.
- For likeable & unlikely hero Anwesh Agarwal's character read George Cloony in 'Up in the Air', but with one majorly satisfying exception... Anwesh, steadily rising the corporate ladder one bankruptcy and broken dream at a time, needs to atone for his soul-destroying job.
- If we look at the box office, then we have to manage our expectations on a cinematic release. By placing the story in America we do have the potential for a wider release stateside. However, the cinema has become the place for the "blockbuster" and so we should be expectant and happy with a streamer release after a limited cinema release.
- THE HOLY COW features a warm hearted storyline of family, love and food. For a sub \$10million film it has many of the elements and beats required to be a crowd pleaser.

**slated**

Where great movies get made.

- This low concept but sneakily original idea could make for a refreshingly authentic film experience.
- There's a compelling Indian-American angle to this story.
- There are many details that help differentiate this story and these characters from comparable films like 'Always Amore' & 'The Bear' - the characters in The Holy Cow never seem based on common tropes.
- The script is full of strong characters with unique voices that enhance the dialogue's realism - they speak with subtext and emotion - dialogue is revealing without becoming stilted - characters' exchanges never seem on the nose or like exposition.
- There's a genuine mix of comedy, drama and romance, and they're all working together.
- The cultural implications of the protagonist being an Indian-American man who is attempting to maintain his father's legacy bring forth some specific and appealing angles to the narrative.
- Using *Pooja* as a contrasting personality—she's more of a progressive Indian American—makes for a fascinating dynamic that has the potential to speak to themes of conservatism vs. progressivism.



- This script has the elements of what could be a fascinating light drama about a man who inherits his father's failing restaurant and struggles to save his immigrant family's legacy - even if the audience doesn't know its Paneer from its Pakoras.
- The core concept resembles an Indian version of the 1996 film "Big Night". In that film, two Italian brothers, a control freak chef and a business-savvy manager, struggle to keep their family restaurant open due to increased competition and unappealing recipes. In this script, Anwesh has business knowledge while Deepak seeks to control his kitchen despite his less-than-appetizing results. The purpose of this comparison isn't to diminish the script's originality but to show how stories often use similar tropes to deliver unique narrative experiences.



- There's clearly an audience for this film - stories centered on cooking are having a moment right now, and there's an equal or greater hunger for stories that center the experiences of diverse characters.
- THE HOLY COW has a great little twist that's funny, specific and unexpected, and drenches the entire film in irony whilst buoying the overall comedy.
- The script also has a great sense of place, both in regards to the tri-state area and in regards to Little India. The area truly feels lived in and specific, with little details that make it come to life, and make it all the easier for us to immerse ourselves in the narrative.