A Study of Circulation of Manga and Anime in India
(A preliminary case study of Mumbai and Hyderabad)

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STUPID GUY Goes to India

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Possible “Legal” Sources of Manga/Anime

- Bookshops
- Online Stores
- Second Hand Bookshops
- Libraries
- Book Fairs, Conventions
Well known bookstores in Hyderabad include Walden, Landmark, Crosswords, Odyssey, Himalaya Book World, A.A. Hussain, Bookpoint.

Only Landmark and Crosswords had manga and that too only Tezuka’s Buddha.

Landmark online store more titles available

Limited availability, more expensive
Buddha by Tezuka: Common token of manga in some Indian Bookshops
Online Stores

- Landmark online, homeshop18, flipkart, ebay, infibeam, indiaplaza etc.
- Discounts, popular titles available, predominantly yaoi/hentai, free delivery (except for imported), same titles by different publishers
- International editions; expensive by Indian standards
- Lag
Libraries

- Leaping Windows, Mumbai
- Manga Cafe, Delhi
Leaping Windows, Mumbai
A rack filled with manga books: A rare sight for a manga fan from India, (Leaping Windows, Mumbai)
Manga Cafe, Japan Foundation, Delhi

Picture Courtesy: Japan Foundation
Second-hand Bookshops

- Blossoms, Bangalore
- Sunday Market, Hyderabad
Fan Reactions

- Ranged from “why buy when you can have them free” to “not many places sell them”
- Not many usually buy them and those who do treat them as collectibles and buy them only after having read them online
- Practicality of buying manga (expensive, too many titles and long series)
- More than manga itself, manga artbooks or manga merchandise are invested in
Anime on Indian T.V.


Exclusive channel for anime
Anime for all ages
Not available on most DTH operators list now
Had altered before it was discontinued
Most anime/manga fans were converted by Animax
Anime on Indian T.V (contd.)

- Cartoon Network (Pokemon, Beyblade, Dragonball Z..) Hungama (Shin Chan, Kiteretsu, Doraemon...) Nickelodean (Ninja Hattori, Chibi Maruko Chan,..)

Anime increased on children’s channels after Animax’s entry in 2004

Available in Indian languages, meant for kids, extremely popular
Anime

- Not available in any stores

- Only anime titles available are some of the popular series shown on channels for children in India. e.g. Shinchan, Doraemon

- Not available in video rental stores
Doraemon and Shin Chan in Hindi at Crosswords Hyderabad
Anime in online stores

- Anime is not available on Indian sites such as homeshop18, flipkart, indiaplaza etc.

- Ebay India does not have anime. However the site also lists products from ebay USA that they deliver in India. Popular titles are available though expensive.
“Illegal” Sources

Online scanlation sites for manga and streaming sites for anime

Scanlation sites: Mangafox, mangacrazy, etc.
Streaming sites: animecrazy, animefreak, youtube etc.

Downloading sites:
Manga: mangatraders, mangashare, stoptazmo, etc.
Anime: realitylapse, anime-eden, animesuki, etc.

Fan activity makes titles available quickly reducing lag
Consumption Practices

- Read/watch manga, anime online (and download if they like it)
- Download manga/anime and save for re-watching (if they like it) on DVDs and now more commonly on external HDDs
- Favourite manga/animes are discussed and shared with fellow fans who either do not have internet or do not want to bother downloading or with interested peers who are not yet fans but are interested
Synergy

- Tie-in between anime, manga, music, movies and live series
- Live adaptations of the same manga in Japanese, Taiwanese and Korean
What is needed to consume manga/anime in India

- English language
- PC/Laptop
- Good amount of memory space
- Fast speed Internet with preferably unlimited download facility
- Expendable income
- Leisure