



पर्यटन मंत्रालय
MINISTRY OF
TOURISM

अतुल्य! भारत
Incredible India



7TH GLOBAL FILM TOURISM CONCLAVE

14 February 2025 | Radisson Blu Mumbai International Airport

FINAL AGENDA

10:00 AM – 10:45 AM	Registration	
INAUGURAL SESSION		
Moderation by Ms. Shalini S Sharma , Assistant Secretary General, PHDCCI		
11:00 AM – 11:05 AM	National Anthem	
11:05 AM – 11:10 AM	Welcome Address by Dr. Ranjeet Mehta , CEO & Secretary General, PHDCCI	
11:10 AM – 11:15 AM	Theme Address by Mr. Anil Parashar , Chair – Tourism Committee, PHDCCI	
11:15 AM – 11:20 AM	Address by Mr. Mahesh Singhi , Chair – Maharashtra Chapter, PHDCCI	
11:20 AM – 11:30 AM	Chief Guest Address by Mr. Prithul Kumar , Joint Secretary (Broadcasting II), Ministry of Information & Broadcasting, Government of India	
11:30 AM – 11:35 AM	Vote of Thanks by Mr. Rajan Sehgal , Co-Chair – Tourism Committee, PHDCCI	
IIFA: THE MAHAKUMBH OF FILM TOURISM		
11:35 AM – 12:00 PM	<i>When it comes to films drawing tourists from all over the world, it doesn't get bigger than the annual International Indian Film Academy Awards (IIFA), which true to their name, have always taken place in locations other than India, enthralling film lovers and tourists alike. But with the rarest of the rare Mahakumbh underway in Prayag, could this confabulation of stars from filmdom and beyond stay away from India this time? Set to celebrate its silver jubilee in Jaipur next month, IIFA has triggered a flurry of flight and hotel bookings that any state would vie for. In this session, the visionary man behind this global phenomenon, Mr. Sabbas Joseph, Co-Founder of Wizcraft Group, will throw some light on what this iconic film show means for tourism in any host city and country.</i>	
	Keynote Address	Mr. Sabbas Joseph Co-Founder, Wizcraft Group
12:00 PM – 12:15 PM	Tea-Coffee Break	
12:15 PM – 12:30 PM	Partner Presentations	



SHOOT TO BILL, TOURIST DOLLARS			
12:30 PM – 1:15 PM	It was at Cannes Film Festival in May 2022 that India announced 30% incentive for foreign film productions in the country. That year, 28 international films were shot in India. In 2023, that number increased to 35. Each shooting project brings scores of artists and technicians / tourists to the country. That, combined with the soft power of Indian stories reaching global audiences through OTT platforms like Prime and Netflix, gives a tremendous boost to tourism. This session will explore how film industry can work in tandem with the Ministry of Tourism to drive tourist traffic to India.		
	Moderator	Ms. Reema Lokesh Founder and Editor, Reemarkabl.com	
	Panellists	Mr. Prithul Kumar MD, National Film Development Corporation	
		Ms. Lohita Sujith Sr. Director – Copyright & Digital Economy, Motion Picture Association India Office	Mr. Sunil Doshi CEO, Alliance Media & Entertainment
	Mr. Himanshu Patil Director, Kesari Tours	Mr. Amrit Mann Director, Mann Tours India	
AVAILING GOVERNMENT INCENTIVES FOR SHOOTING IN INDIA			
1:15 PM – 1:30 PM	The Ministry of Information and Broadcasting, through its arm India Cine Hub, earlier known as Film Facilitation Office and now part of Invest India, provides liberal incentives for shooting of foreign films in India. These, combined with separate incentives given by state governments, make filming in India a lucrative venture. What has been the impact of this policy on inbound film shootings? How many films have availed these incentives so far and what are the bottlenecks in this area? This session will be conducted as a master-class by experts from India Cine Hub.		
	Presenter	Ms. Shruti Rajkumar Vice President (I&B Desk), India Cine Hub	
FILMING IN MADHYA PRADESH: THE HEART OF INCREDIBLE INDIA			
1:30 PM – 2:00 PM	From stories which are rooted in the history and culture of the state, such as Laapata Ladies, Stree 2, Bhool Bhulaiya 3 recently and also those which are meant for another place, another city, but are shot here, such as Dilli 6, Madhya Pradesh has been the most favourite destination for filmmakers for many years now. What makes this place so popular for films as well as tourists?		
	HOST	GUESTS	
	Mr. Atul Singh Managing Director MP Incoming	Mr. Ram Kumar Tiwari Deputy Director, Madhya Pradesh Tourism Board	
		Mr. Faisal Malik Actor and Producer	Ms. Deeya Choudhary Founder, Soch Filmss
2:00 PM – 3:00 PM	Networking Lunch		



LIGHTS, CAMERA, DESTINATION: CREATING EXPERIENCES THAT INSPIRE TRAVEL			
3:00 PM – 3:30 PM	Industry experts will share insights on designing state-of-the-art facilities to attract filmmakers, leveraging cinematic storytelling to create immersive visitor experiences and crafting film-inspired travel packages that captivate global audiences.		
	HOST	GUESTS	
	Ms. Shalini S Sharma Asst. Secretary General PHDCCI	Ms. Chitralekha Khatu Financial Advisor & CFO Filmcity Mumbai	Mr. Manish Gupta Film Director and Screenwriter
FILMING IN GUJARAT: RANN OF OPPORTUNITIES			
3:30 PM – 4:00 PM	From the endless white expanse of Rann of Kutch to the timeless heritage of Ahmedabad, Gujarat has provided the perfect canvas for bringing cinematic visions to life. Iconic films like Dunki, Bhuj: The Pride of India, Raees and Sam Bahadur have beautifully captured the essence of ‘Khushboo Gujarat Ki’, reinforcing its cinematic appeal. This discussion will unveil how Gujarat has become the Rann of Opportunities for filmmakers, providing the perfect blend of heritage, infrastructure and visual storytelling.		
	HOST	GUESTS	
	Mr. Ranjit Sinh Parmar Vice Chairman Heritage Tourism Association, Gujarat	Ms. Prachi Mathkar Senior Executive, Gujarat Tourism	
		Mr. Sachin Agarwal Owner, Gujarat Line Production Co.	
		Mr. Sudhir Sherigar Executive Producer, Mantapa Productions	
CINEMATIC ROI: UNVEILING THE ECONOMICS OF FILM TOURISM			
4:00 PM – 4:45 PM	While films mean investments from producers and returns through ticket sales and sales of rights to different platforms and territories, what impact or return does a tourist provide to a filmmaker? Why do the benefits of film-induced tourism accrue only to the larger ecosystem and not go in some form to the filmmaker? Why does India not see the kind of monetisation of film rights from tourism that a Harry Potter or a Game of Throne franchise has done in the UK or Ireland?		
	Moderator	Mr. Utpal Acharya CEO, Content Engineers	
	Panellists	Mr. Aliaksandr Matsukou Consul General, Republic of Belarus in Mumbai	Ms. Malvika Khatri Head – Films Roy Kapur Films
		Mr. Madhav Roy Kapur Executive Producer Dharma Productions	Mr. Jaiprakash Rengarajan CEO & Founder All Around Globe



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EVOLVING LANDSCAPE OF FILMS AND TOURISM		
4:45 PM – 5:15 PM	<i>When the creativity of a story-teller is combined with the business acumen of a chartered accountant, a legend emerges, called Shibasish Sarkar. In his 30 plus years of career in film industry, he has traversed the length and breadth of India and the world. What kind of changes has he observed in the landscape over the years?</i>	
	Keynote Address	Mr. Shibasish Sarkar President, Producers Guild of India and Group CEO, Reliance Entertainment Studios
5:15 PM – 5:20 PM	Concluding Remarks by Ms. Shalini S Sharma , Assistant Secretary General, PHDCCI	