



पर्यटन मंत्रालय  
MINISTRY OF  
**TOURISM**

अतुल्य! भारत  
Incredible India



# 7<sup>TH</sup> GLOBAL FILM TOURISM CONCLAVE

'Reel to Real: Redefining Destinations'

 **14 February 2025 | 10 AM onwards**  
**Radisson Blu Mumbai International Airport**

## REPORT





# Spiritual Triangle

OF UTTAR PRADESH

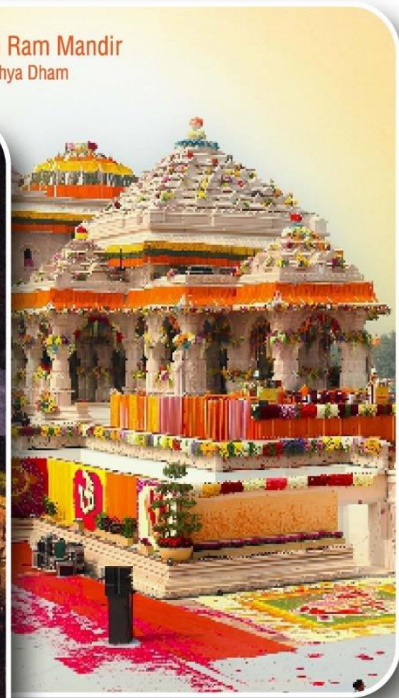
PRAYAGRAJ | VARANASI | AYODHYA

The spiritual triangle of Uttar Pradesh, comprising Varanasi, Ayodhya, and Prayagraj, is a sacred confluence of faith, history, and culture. Varanasi, the city of Lord Shiva, symbolizes eternal spirituality; Ayodhya, the birthplace of Lord Ram, embodies devotion; and Prayagraj, with its holy Sangam, represents divine unity. Together, they form the spiritual heart of India.

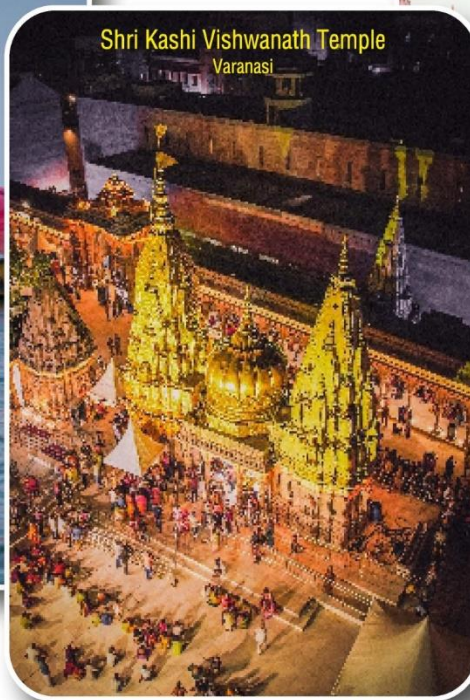
Triveni Sangam  
Prayagraj



Shri Ram Mandir  
Ayodhya Dham



Shri Kashi Vishwanath Temple  
Varanasi



## Ayodhya

Ayodhya, revered as the birthplace of Lord Ram, holds immense spiritual and historical significance in Hinduism, the city is considered first among the seven Saptapuri's spread across India. This ancient city, situated on the banks of the Saryu River, is a focal point of devotion, especially with the newly built Shree Ram Janmbhoomi Temple, attracting pilgrims from across the world. As per the official data available with the department of Tourism, Ayodhya saw over 16.44 crore visitors in 2024. The magnificence of the Shree Ram Janmbhoomi Temple has become a major attraction for the pilgrims and as well the travellers from across the world. Ayodhya is deeply mentioned in the Ramayan as the grand capital of the Ikshvaku dynasty. The city's serene ghats, temples, and the vibrant celebrations of festivals like Deepotsav make it a divine destination that symbolizes faith, devotion, and cultural heritage.

## Prayagraj

Prayagraj, is another sacred city where the holy rivers Ganga, Yamuna, and the Saraswati conjunct at the Triveni Sangam, making it a prime pilgrimage site. The city is currently hosting the world's biggest religious confluence, the Mahakumbh 2025. This year's Mahakumbh is a special one for it has fallen after 144 years, marking the completion of 12 Purna Mahakumbh. The Mahakumbh 2025 will last till February 26 observing six snans, including three Amrit Snan's on the occasion of Makar Sankranti, Mauni Amawasya and Basant Panchmi. The city is also home to revered sites like the Bade Hanuman Mandir, Anand Bhavan, and the historic Allahabad Fort. Prayagraj serves as a spiritual confluence where religious traditions, scholarly pursuits, and ancient rituals continue to thrive in a timeless manner.

## Varanasi

Varanasi, also known as Kashi or Banaras, is one of the seven Sapturis in India. It is one of the oldest, continuously inhabited cities in the world and a major spiritual hub of Hinduism. Varanasi is famous for the Kashi Vishwanath temple, dedicated to Lord Shiva. Known for its vibrant and rustling ghats along the banks of the Ganga, including the Dashashwamedh and Manikarnika, Varanasi witnesses daily rituals, prayers, and the mesmerizing Ganga Aarti. The city is said to be resting on the trident of Lord Shiva and is believed to be a gateway to salvation (moksha). Varanasi's narrow lanes, vibrant temples, and the presence of scholars, saints, and seekers create an atmosphere of deep devotion and enlightenment, making it the spiritual soul of India.

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# Recommendations

## FILM INCENTIVES, POLICY AND APPROVALS

- **Enhance Film Incentives**  
India's 30% incentive has boosted international shoots, but further scaling is needed to attract larger productions. Increase the current ₹2.5 crore incentive cap to attract big-budget international productions and introduce scalable incentives for larger projects that generate higher economic impact.
- **Performance-Based Incentives**  
Introduce tiered incentive structures where productions that generate proven tourism impact (e.g., increased tourist arrivals, hotel bookings or destination branding) receive additional bonuses.
- **Introduce Post-Production Incentives**  
Encourage post-production, VFX and animation work to be carried out in India by offering rebates for studios and post-production houses operating in the country.
- **Fast-Track Approval Process**  
Improve the efficiency of the single-window clearance system by establishing time-bound approval frameworks to ensure all permits are issued within a specified timeline.
- **Unified Film Tourism Policy**  
Develop a National Film Tourism Policy that outlines clear incentives, approval processes and promotional strategies to streamline filmmaking across India.

## INFRASTRUCTURE DEVELOPMENT

- **Upgrade Existing Film Cities**  
Modernize key film hubs like Film City Mumbai and Noida Film City with advanced VFX studios, soundproof stages and digital production technology to match global standards.
- **Create On-Location Support Systems**  
Provide essential support services at key filming destinations, including vanity vans, limousines, mobile production offices and equipment rental hubs.
- **Strengthen Technical Infrastructure**  
Improve digital connectivity in remote filming locations to support seamless virtual collaboration, especially for international co-productions.



## MARKETING AND PROMOTION

- **‘Film in India’ Campaign**  
Launch a dedicated campaign showcasing India's diverse landscapes, heritage sites and urban backdrops as ideal filming locations.
- **Strengthen Global Outreach**  
Actively promote India's film tourism potential at major international platforms such as Cannes Film Festival, Berlin International Film Festival and Toronto International Film Festival.
- **Curate Destination Film Trails**  
Develop dedicated film tourism circuits inspired by successful productions, such as ‘3 Idiots Ladakh Trail’, ‘Chennai Express Goa Trail’, following international examples like the ‘Zindagi Na Milegi Dobara Spain Trail’, showcasing how Indian cinema has influenced global tourism.
- **Promote Cultural Narratives**  
Showcase India's rich folklore, heritage and traditional festivals through film-driven storytelling to boost regional tourism.

## SKILL DEVELOPMENT

- **Train Local Workforce**  
Introduce skill development programs for local technicians, production staff and creative professionals to assist international crews and support high-standard productions.
- **Encourage Local Hiring**  
Mandate that productions availing incentives must hire a percentage of local workforce, benefiting local economies and boosting regional skill development.

## DATA-DRIVEN FILM TOURISM STRATEGY

- **Develop a Film Tourism Dashboard**  
Establish a National Film Tourism Database to monitor visitor footfall in film-shoot locations, economic benefits such as hotel bookings, local spending and increased retail activity.
- **Annual Film Tourism Impact Report**  
Publish an annual report outlining key trends in film tourism, successful case studies of film-driven tourism growth and recommendations for strengthening India's global positioning.

## STRENGTHEN CO-PRODUCTION OPPORTUNITIES

- **Expand Co-Production Treaties**  
Strengthen India's co-production agreements with key markets to encourage larger collaborative projects.
- **Co-Production Funding Support**  
Introduce a dedicated co-production fund to assist filmmakers in aligning with India's storytelling landscape.
- **Simplify Co-Production Guidelines**  
Develop clear and simplified processes for filmmakers to apply for co-production support under treaty agreements.

## SUSTAINABLE FILMING PRACTICES

- **Green Filming Guidelines**  
Establish eco-friendly production protocols, including minimizing plastic use on sets, responsible disposal of waste and encouraging sustainable practices in location management.
- **Preservation of Heritage Sites**  
Introduce protective measures to ensure that historic landmarks, heritage properties and natural landscapes are safeguarded during filming.



# 6 YEAR JOURNEY





## THANK YOU PARTNERS

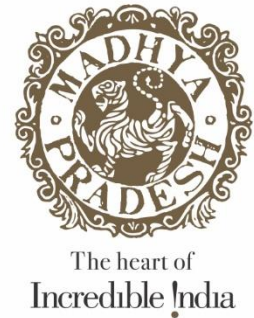
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The **Ministry of Tourism** is the nodal agency for the formulation of national policies and programs and for the co-ordination of activities of various Central Government Agencies, State Governments, UTs and the private sector for the development and promotion of tourism in the country.

The Ministry is headed by the Union Minister for Tourism and Ministers of State. The administrative head of the Ministry is the Secretary (Tourism). The office of the Director General of Tourism provides executive directions for the implementation of various policies and programs.

The Ministry of Tourism functions as the nodal agency for the development of tourism in the country. It plays a crucial role in coordinating and supplementing the efforts of the State, Union Territory Governments, catalyzing private investment, strengthening promotional and marketing efforts and in providing trained manpower resources.

The functions of the Ministry in this regard mainly consist of the following:

- Development Policies
- Incentives
- External Assistance
- Manpower Development
- Promotion & Marketing
- Investment Facilitation

Website: <https://tourism.gov.in/>

# State Partner



Formed in 1978, the **Tourism Corporation of Gujarat Ltd (TCGL)** provides comprehensive travel assistance and services to the tourists coming to visit Gujarat. Some of the services of TCGL include accommodation, conducted tours and ground transport with a wide range of choice to meet diverse needs.

Gujarat today offers a wide range of the most spectacular attractions – which includes breathtaking locations and scenic landscapes. Gujarat is also a melting pot of several civilizations resulting in a vibrant culture and a rich heritage. Gujarat is home to the unique with its exceptional archeological sites, several architectural marvels and witnesses of its glorious history and pilgrim centers for many faiths. It is also the land of several mythological and historical figures like the legendary Krishna and Mahatma Gandhi the apostle of non-violence.

The effective development in infrastructure undertaken by the Corporation has helped the State to increase the number of tourists to Gujarat. The efforts in promoting infrastructure in keeping with the spirit of the state, its people and its natural environment have won the Corporation such prestigious awards as the National Tourism Awards-2005-06 for Best Kept Tourism Monument-Champaner and Excellence in Publication (Collateral).

Website: <https://www.gujarattourism.com/>



# State Partner



The heart of  
Incredible India

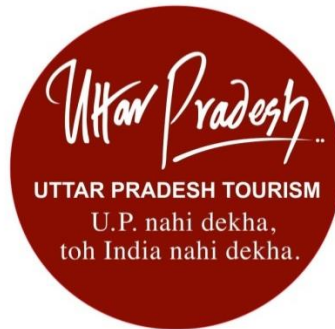
**Madhya Pradesh Tourism Board** also referred to as MPTB was established in 2017 with an objective to promote tourism in Madhya Pradesh. Development of tourism with public, private partnership in sustainable manner, investor facilitation, skill- development, publicity, promotion of tourist destinations nationally and internationally, identification and development of tourism infrastructure are the core objectives of the Board.

The vision of the board is to promote balanced and sustainable tourism, which enables socio-economic development and establishes Madhya Pradesh as a destination that provides a complete tourism experience.

Madhya Pradesh Tourism Board is providing Heritage Properties, Lands and Way Side Amenities (WSA) on lease to private sector to setup and run tourism projects as per Tourism Policy 2016. Board also promotes Home Stay and Water Tourism activities in notified water bodies.

Website: <https://www.mptourism.com/>

# State Partner



**Uttar Pradesh** is a globally known and popular tourism destination which receives the highest number of Foreign Tourist Arrivals (FTAs) and Domestic Tourist Arrivals (DTAs) each year. The tourism industry in UP has a significant contribution to the states' economic growth.

Uttar Pradesh has guarded India's treasure trove of heritage and cultural assets over the ages which attract heritage enthusiasts not just from all over the country, but across the world. Through quality upkeep and restoration of assets designed to improve visitor experience, the state aims to increase tourism earnings and footfall with increased Average Length of Stay (ALS) and to encourage repeat visits.

Uttar Pradesh is now popularizing new thematic tourism products such as eco-tourism, adventure tourism, rural tourism and YUVA tourism as niche tourism products to build interest in new age tourists and travellers.

Website: <https://uptourism.gov.in/>

## Associate Partner



In Sanskrit, '**Tathastu**' (तथास्तु) means 'as you wish'. Nestled in the heart of nature, Tathastu is a sanctuary of peace and luxury. The resorts offer an unparalleled escape from the hustle and bustle of everyday life. Surrounded by lush forests and break taking landscapes, it provides the guests with perfect blend of comfort and adventure. Whether one is seeking relaxation or excitement, their world-class amenities and dedicated staff ensure an unforgettable stay at India's most Iconic National Parks at Pench, Tadoba, Kanha, Bandhavgarh and Satpura.

At Tathastu, their eco-conscious luxury design ensures both comfort and sustainability, bringing one close to the wonders of the jungle. From luxurious cottages, villas and family rooms to exclusive jungle safaris, guided nature walks, rejuvenating spa treatments and curated dining experiences.

Guided by ethos of 'SEWAA' – Service, Experience, Wildlife, Art and Adventure, Tathastu Resorts seamlessly blends luxury and comfort with unforgettable experiences.

Website: <https://www.tathasturesorts.com/>



# Hospitality Partner



Radisson Blu Mumbai International Airport, a luxury hotel conveniently situated just 10 minutes from Chhatrapati Shivaji Maharaj International Airport promises a luxurious stay for its guests. Perfectly positioned near Mumbai's key business districts, including MIDC and the Bandra Kurla Complex (BKC), the hotel caters to both corporate travelers and leisure guests.

Designed for relaxation and indulgence, the hotel offers world-class amenities, including a rejuvenating Rejuve Spa, a state-of-the-art Evolve Fitness Center and wellness facilities such as a sauna and steam room. Guests can savor gourmet experiences at Fiona, enjoy handcrafted desserts at Roasters, or unwind with al fresco cocktails by the rooftop infinity pool, boasting breathtaking city views.

For business and events, Radisson Blu provides complimentary high-speed Wi-Fi, a 24-hour business center and versatile meeting venues. Whether visiting for work or leisure, the hotel's impeccable service and prime location ensure a memorable stay in India's bustling financial capital.

Website: <https://www.radissonhotels.com/en-us/hotels/radisson-blu-mumbai-airport>

# Association Partners

## Association of Domestic Tour Operators of India (ADTOI)



ADTOI, national body of domestic tour operators, was constituted on 7<sup>th</sup> August 1996 with the express purpose of consolidating the efforts of all those tour operators who are actively engaged in the promotion of 'Domestic Tourism' in the country.

There are nearly 780 members all over India on the association's rolls. Members work to ensure delivery of professional service to the consumer, through its principal suppliers, which are primarily the accommodation facilities, as also travel intermediaries like railways, transporters, airlines and guides.

Website: <https://www.adtoi.in/>

## Federation of Hotel & Restaurant Associations of India (FHRAI)



FHRAI serves as the voice of the hospitality industry, facilitating communication among hospitality stakeholders, political leaders, academics and international associations. Committed to the industry's advancement, FHRAI engages in activities such as education and training, research and an Annual Convention to foster interaction with government officials and industry stakeholders. Managed by an Executive Committee led by an elected President with a one-year term, FHRAI includes members from the four regional associations – North, East, West and South India.

Website: <https://www.fhrai.com/>

# Association Partners

## Indian Association of Tour Operators (IATO)



Established in 1982, IATO is the national body representing India's tourism industry, with over 1,600 members across various segments. IATO collaborates closely with the government on key tourism issues and maintains connections with tourism associations in the US, Nepal and Indonesia. Membership categories include Active, Allied, Associate, International and Honorary, with active members approved by the Indian government's Department of Tourism and requiring a minimum of three years' experience handling international tourists.

Website: <https://iato.in/>

## Outbound Tour Operators Association of India (OTOAI)



OTOAI is a young, national non-profit organization aimed at supporting India's outbound travel trade. Comprising over 800 verified agents and tour operators, OTOAI focuses on enhancing members' businesses through various initiatives and regional chapters that promote outbound travel and education. OTOAI fosters collaboration with stakeholders, including International Tourism Boards and DMCs, to create mutually beneficial partnerships that drive growth in India's outbound tourism sector.

Website: <http://otoai.org/>



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World Tourism Organization

# Programme

INAUGURAL SESSION		
Moderation by <b>Ms. Shalini S Sharma</b> , Assistant Secretary General, PHDCCI		
11:00 AM – 11:05 AM	National Anthem	
11:05 AM – 11:10 AM	Welcome Address by <b>Dr. Ranjeet Mehta</b> , CEO & Secretary General, PHDCCI	
11:10 AM – 11:15 AM	Theme Address by <b>Mr. Anil Parashar</b> , Chair – Tourism Committee, PHDCCI	
11:15 AM – 11:20 AM	Address by <b>Mr. Mahesh Singhi</b> , Chair – Maharashtra Chapter, PHDCCI	
11:20 AM – 11:30 AM	Chief Guest Address by <b>Mr. Prithul Kumar</b> , Joint Secretary (Broadcasting II), Ministry of Information & Broadcasting, Government of India	
11:30 AM – 11:35 AM	Vote of Thanks by <b>Mr. Rajan Sehgal</b> , 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	<b>Mr. Sabbas Joseph</b> 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	<i>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.</i>	
	Moderator	<b>Ms. Reema Lokesh</b> Founder and Editor, Reemarkabl.com
	Panellists	<b>Mr. Prithul Kumar</b> MD, National Film Development Corporation
		<b>Ms. Lohita Sujith</b> Sr. Director – Copyright & Digital Economy, Motion Picture Association India Office
	<b>Mr. Himanshu Patil</b> Director, Kesari Tours	<b>Mr. Amrit Mann</b> 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. Chitrlekha 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	<i>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?</i>		
	Moderator	<b>Mr. Utpal Acharya</b> CEO, Content Engineers	
	Panellists	<b>Mr. Aliaksandr Matsukou</b> Consul General, Republic of Belarus in Mumbai	<b>Ms. Malvika Khatri</b> Head – Films Roy Kapur Films
		<b>Mr. Madhav Roy Kapur</b> Executive Producer Dharma Productions	<b>Mr. Jaiprakash Rengarajan</b> CEO & Founder All Around Globe
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	<b>Mr. Shibasish Sarkar</b> President, Producers Guild of India and Group CEO, Reliance Entertainment Studios	
5:15 PM – 5:20 PM	Concluding Remarks by <b>Ms. Shalini S Sharma</b> , Assistant Secretary General, PHDCCI		





## CHIEF GUEST

**Mr. Prithul Kumar**

Joint Secretary (Broadcasting II) and  
MD, National Film Development Corporation  
Ministry of Information & Broadcasting, GOI

## KEYNOTE SPEAKERS



**Mr. Sabbas Joseph**

Co-Founder  
Wizcraft Group



**Mr. Shibasish Sarkar**

President, Producers Guild of India  
and Group CEO  
Reliance Entertainment Studios

## SPEAKERS



**Mr. Aliaksandr Matsukou**  
Consul General  
Republic of Belarus in Mumbai



**Mr. Amrit Mann**  
Director  
Mann Tours India



**Mr. Atul Singh**  
Managing Director  
MP Incoming



**Ms. Chitralekha Khatu Raorane**  
Financial Advisor & CFO  
Filmcity Mumbai



**Ms. Deeya Choudhary**  
Founder  
Soch Films



**Mr. Faisal Malik**  
Actor and Producer



**Mr. Himanshu Patil**  
Director  
Kesari Tours



**Mr. Jaiprakash R.**  
CEO & Founder  
All Around Globe



**Ms. Lohita Sujith**  
Sr. Director - Copyright &  
Digital Economy, Motion Picture  
Association India Office



**Mr. Madhav Roy Kapur**  
Executive Producer  
Dharma Productions



**Ms. Malvika Khatri**  
Head - Films  
Roy Kapur Films



**Mr. Manish Gupta**  
Film Director and  
Screenwriter



**Ms. Prachi Mathkar**  
Senior Executive  
Gujarat Tourism



**Mr. Ram Kumar Tiwari**  
Deputy Director  
Madhya Pradesh Tourism Board



**Mr. Ranjit Singh Parmar**  
Vice Chairman  
Heritage Tourism Association  
Gujarat



**Ms. Reema Lokesh**  
Founder and Editor  
Reemarkabl.com



**Mr. Sachin Agarwal**  
Owner  
Gujarat Line Production Co.



**Ms. Shruti Rajkumar**  
Vice President (I&B Desk)  
India Cine Hub



**Mr. Sudhir Sherigar**  
Executive Producer  
Mantapa Productions



**Mr. Sunil Doshi**  
CEO, Alliance Media  
& Entertainment



**Mr. Utpal Acharya**  
CEO, Content Engineers

## **Mr. Prithul Kumar**

**Joint Secretary (Broadcasting II) and  
MD, National Film Development Corporation  
Ministry of Information & Broadcasting, GOI**

Mr. Prithul Kumar is a senior civil servant from the 2000 batch of the Indian Railway Traffic Service (IRTS). He has played a pivotal role in strengthening India's film sector, leading the merger of film units into NFDC and overseeing the 2023 amendment of the Cinematograph Act, a landmark reform aimed at curbing film piracy and modernizing film certification. With expertise spanning multiple sectors, he continues to drive innovation and policy reforms in India's media, entertainment, and infrastructure landscape.



## **Mr. Sabbas Joseph**

**Co-Founder  
Wizcraft Group**

Mr. Sabbas Joseph brings on board strategic inputs and communication expertise, stemming from his years of being a journalist and his experience of founding and managing Wizcraft. He founded Wizcraft International Entertainment in 1988 and serves as its Executive Director. He has been actively involved with the media from the beginning of his career. Mr. Joseph has spearheaded and managed several mega corporate events for the company and lent his strategic foresight for some of the company's biggest brand launches and events.



## **Mr. Shibasish Sarkar**

**President, Producers Guild of India and  
Group CEO, Reliance Entertainment Studios**

With over 31 years of corporate experience, Mr. Shibasish Sarkar has been instrumental in the production and distribution of more than 500 films, including Golmaal Again, Super 30, Sooryavanshi, 83, Vikram Vedha, Singham Again. He has also played a key role in over 90 television shows and 18+ OTT series. Under his leadership, Reliance Entertainment expanded into digital content production, collaborating on acclaimed projects - Sacred Games (Netflix), Sunflower (Zee5), Jubilee (Prime), Indian Police Force (Prime), Chamkila (Netflix).





## **Mr. Aliaksandr Matsukou**

**Consul General**

**Republic of Belarus in Mumbai**

Mr. Aliaksandr Matsukou is the first Consul General of Belarus in Mumbai, marking a significant milestone in the diplomatic relations between Belarus and India. With 15 years of diplomatic experience, he has served in Belarusian missions in Moldova, Turkmenistan and France. He assumed his current role in December 2023. His primary focus is on strengthening bilateral relations between Belarus and India, particularly in trade, education, tourism, infrastructure, sports, culture, humanitarian, consular and visa affairs.



## **Mr. Amrit Mann**

**Director**

**Mann Tours India**

With an illustrious career spanning nearly four decades, Mr. Amrit Mann has been a trailblazer in the Indian tourism and luxury transport industry since 1986. He is credited with pioneering the luxury transport segment in India, single-handedly shaping its evolution. Under his leadership, Mann Tours India has built the largest fleet of luxury passenger vehicles across the country. Mr. Mann has played a key role in managing transportation for two of India's most high-profile events – G20 and the grand Jamnagar celebrations.



## **Mr. Atul Singh**

**Managing Director**

**MP Incoming**

With 28 years of experience in tourism and hospitality, Mr. Atul Singh is the Founder of Travel Connection and Managing Director of MP Incoming, dedicated to promoting inbound and domestic tourism in Madhya Pradesh. Holding a Master's degree in Tourism, he serves as an MC Member of ADTOI, a Member of the Advisory Committee for the Madhya Pradesh Tourism Board and the State Steering Committee for Swadesh Darshan 2.0, actively shaping tourism policies and fostering sustainable tourism development in the region.



## **Ms. Chitralekha Khatu Raorane**

**Financial Advisor & CFO**  
**Filmcity Mumbai**

Ms. Chitralekha Khatu Raorane is the Financial Advisor and Chief Financial Officer (CFO) of the Maharashtra Film, Theatre and Cultural Development Corporation. Appointed by the state government, she brings extensive experience in public finance and administration. She has held key positions, including State Treasury Officer (2019-2023) and Financial Advisor & Deputy Secretary, Food and Civil Supplies (2016-2019). She has managed government funds, budgeting and financial planning across various departments.



## **Ms. Deeya Choudhary**

**Founder, Soch Films**

The visionary behind Soch Films, Ms. Deeya Choudhary is the driving force that turned a dream into reality. A graduate in Media Studies, she has honed her filmmaking skills through specialized courses, including a Certificate in Foundations of Filmmaking from Whistling Woods International. Beyond academics, she has gained hands-on experience working on sets, including TV show Bepanah on Colors. Known for her keen creative insight, Ms. Choudhary excels at translating client visions into visually compelling narratives, offering innovative and practical solutions in the world of filmmaking.



## **Mr. Faisal Malik**

**Actor and Producer**

Mr. Faisal Malik is a versatile Indian Actor, Producer and Co-Producer, widely recognized for his role as Prahladcha (Prahlad Pandey) in Amazon Prime Video's Panchayat. He has also featured in Fraud Saiyan, Black Widows and Anurag Kashyap's Gangs of Wasseypur Part 2. Hailing from Allahabad, Malik moved to Mumbai to pursue a career in Bollywood, initially working behind the scenes as an Assistant Director, Promo Producer, Reality Show Producer and Line Producer. He has also co-produced successful web-series such as Smoke, Revolver Rani and Main Aur Charles.



## **Mr. Himanshu Patil**

**Director, Kesari Tours**

With extensive experience and a deep passion for tourism, Mr. Patil has been instrumental in driving innovation and excellence within the sector. In addition to his role at Kesari Tours, Mr. Patil currently serves as the President of Outbound Tour Operators Association of India (OTOAI). His leadership and commitment to the Indian travel trade have played a crucial role in fostering sustainable growth and collaboration within the industry. Under his guidance, India's tourism sector continues to thrive, strengthening its global presence.

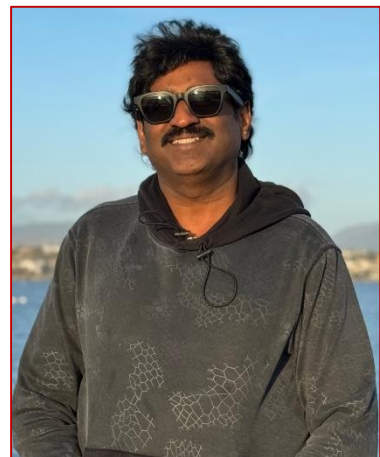


## **Mr. Jaiprakash Rengarajan**

**CEO & Founder**

**All Around Globe**

Mr. Jaiprakash, professionally known as JP, is an Indian film producer and entrepreneur, serving as the CEO and Founder of All Around Globe. Based in Europe with operations in Portugal, Switzerland and Italy, All Around Globe provides film shooting, destination marketing, event management, sports logistics and visa services. With extensive experience across the Tamil, Telugu, Hindi, Kannada, Bengali and Punjabi film industries, Mr. Rengarajan has facilitated film shootings and commercials in over 2,000 destinations worldwide.



## **Ms. Lohita Sujith**

**Sr. Director – Copyright & Digital Economy**

**Motion Picture Association India Office**

Ms. Lohita Sujith in her current position, plays a crucial role in handling policy issues related to copyright and the digital economy. She also leads Creative First, an industry forum initiated by MPA, which aims to emphasize the significant contribution of India's media and entertainment industry to fostering creativity, innovation and culture. Ms. Sujith has made significant contributions to policy areas that support the growth of India's media and entertainment sector, particularly in the realm of intellectual property and anti-piracy.





## **Mr. Madhav Roy Kapur**

**Executive Producer**  
**Dharma Productions**

Mr. Madhav Roy Kapur is a seasoned film producer and currently serves as the Executive Producer at Dharma Productions. With extensive experience across India's leading entertainment companies, including Eros International Media Pvt Ltd, Kross Pictures India Pvt Ltd and BR Studios LLP, he has established himself as a key player in the film industry. Mr. Kapur possesses a diverse skill set spanning post-production, documentaries, feature films, film production and media production.



## **Ms. Malvika Khatri**

**Head – Films**  
**Roy Kapur Films**

Ms. Malvika Khatri leads the studio's film business and plays a pivotal role in the development, production and execution of critically acclaimed and award-winning films and series. As a Co-Producer, Executive Producer and Associate Producer, Ms. Khatri has been instrumental in delivering impactful storytelling. Before joining Roy Kapur Films, Ms. Khatri worked at The Walt Disney Company and UTV Motion Pictures, gaining extensive experience in creative development, production, international media distribution and corporate strategy.



## **Mr. Manish Gupta**

**Film Director and Screenwriter**

Mr. Manish Gupta is an accomplished film director and screenwriter in the Indian film industry, known for his expertise in crafting suspense thrillers inspired by real-life cases. As a Director, Mr. Gupta has helmed several critically acclaimed films, including One Friday Night, 420 IPC, Rahasya, Hostel, The Stoneman Murders, Darna Zaroori Hai. Beyond directing, he is also recognized for his work as a screenwriter, having written the screenplay and dialogues for Sarkar, Section 375. His films continue to captivate audiences with their intensity, realism and thought-provoking narratives.



## **Ms. Prachi Mathkar**

**Senior Executive, Gujarat Tourism**

Ms. Prachi Mathkar is a Senior Executive at Gujarat Tourism with over 15 years of experience in the tourism industry, having spent the last 6 years with Gujarat Tourism. She holds a Post Graduate degree in Travel and Tourism Management from Garware Institute, Mumbai University. Ms. Mathkar has successfully managed and conducted numerous events and promotional activities for Gujarat Tourism across various cities in Maharashtra. Her expertise in tourism management, event planning and regional tourism development has made her a prominent figure in promoting Gujarat as a tourism destination.



## **Mr. Ram Kumar Tiwari**

**Deputy Director (Film Tourism)  
Madhya Pradesh Tourism Board**

Mr. Ram Kumar Tiwari serves as the Deputy Director and Nodal Officer for Film Tourism at Madhya Pradesh Tourism Board and plays a crucial role in facilitating film productions in the state. Under his guidance, numerous projects have been shot in Madhya Pradesh. Mr. Tiwari played a pivotal role in formulating the MP Film Tourism Policy 2020, working alongside industry experts to develop policies that make Madhya Pradesh a preferred destination for filmmakers.



## **Mr. Ranjit Sinh Parmar**

**Vice Chairman  
Heritage Tourism Association, Gujarat**

Belonging to the erstwhile royal family of Muli in Saurashtra, Mr. Parmar is the Founder & CEO of Palaces of India, a hotel company focused on hotel projects, management, consulting, technology, sales and marketing for heritage properties across India. Over the past two decades, he has represented more than 75 heritage properties, contributing significantly to the preservation and promotion of India's royal heritage. He currently manages Ambika Nivas Palace in Muli, Gujarat, offering an authentic heritage hospitality experience.



## **Ms. Reema Lokesh**

**Founder and Editor**  
**Reemarkabl.com**

Ms. Reema Lokesh is a senior journalist, tourism industry specialist and media professional, highly respected for her extensive contributions over a career spanning 23 years. She spent 19 years with the Indian Express Group, progressing from a correspondent to the Editor of Travel, Hospitality and Aviation B2B publications. With a passion for meaningful storytelling, she launched Reemarkabl, a media solutions firm dedicated to creating content driven by substance rather than sensationalism.



## **Mr. Sachin Agarwal**

**Owner**  
**Gujarat Line Production Co.**

Mr. Sachin Agarwal is the Owner of Gujarat Line Production Co., a company specializing in arranging film, advertisement and documentary shoots. Mr. Agarwal is known for his contributions to major film projects such as Ra.One, Gangs of Wasseypur and Mission: Impossible – Ghost Protocol. His deep understanding of the industry and commitment to facilitating smooth productions have made him a trusted partner for filmmakers working in Gujarat.



## **Ms. Shruti Rajkumar**

**Vice President (I&B Desk)**  
**India Cine Hub**

Ms. Shruti Rajkumar has over a decade of experience in the content business, spanning development, anchoring and production across sports and entertainment. She has played a key role in research, content strategy and programming acquisition for the English general entertainment portfolio at Star and the Infotainment portfolio at Sony. In her current role, she leads the India Cine Hub under the Ministry of I&B, where she works towards creating a single-window system to support both domestic and international filmmakers.





## Mr. Sudhir Sherigar

**Executive Producer**

**Mantapa Productions**

Mr. Sudhir Sherigar has been associated with notable films such as *Satyaprem Ki Katha*, *Tejas* and *Der Koch*. With extensive industry experience, he leads Mantapa Productions in offering comprehensive production and technical services across India. Under his leadership, Mantapa Productions has built strong industry relationships, providing creative solutions and delivering high-quality results within budget. Sudhir and his team are dedicated to positioning the country as a premier destination for filmmakers.



## Mr. Sunil Doshi

**CEO**

**Alliance Media & Entertainment**

Mr. Sunil Doshi is a creative entrepreneur with a career spanning over two decades in the film and television industry. Based in Brittany, France and Coonoor, India, he has produced over 15 feature films, including a film selected for Un Certain Regard at the Cannes Film Festival. He has also launched numerous successful TV shows and served as a creative producer for many critically acclaimed films. Sunil has been a jury member at prestigious international film festivals such as Locarno, Annecy, Laon, Chicago, Fribourg and Isfahan.



## Mr. Utpal Acharya

**CEO, Content Engineers**

Mr. Utpal Acharya has been a key figure in the transformation of India's media and entertainment industry, playing a crucial role in its evolution from family-run movie businesses to structured studios with corporatized distribution networks. With over two decades of experience, he has been associated with top studios and multiplex chains, including Sony Pictures, UTV, Viacom18, INOX and Reliance Entertainment. A seasoned producer and media entrepreneur, Utpal has been involved in the release of over 800 films across Hindi, English and regional Indian languages.





# Inaugural Session



PHDCCI's **Tourism Committee** successfully organized the **7<sup>th</sup> Global Film Tourism Conclave** on **14 February 2025** at **Radisson Blu Mumbai International Airport**. With the theme '**Reel to Real: Redefining Destinations**', the conclave was held in partnership with the Ministry of Tourism, Gujarat Tourism, Madhya Pradesh Tourism and Uttar Pradesh Tourism.

**Mr. Prithul Kumar**, Joint Secretary, Ministry of Information & Broadcasting and Managing Director of National Film Development Corporation (NFDC) was the Chief Guest. He emphasized the importance of bringing more international film shoots to India as, he said, "every dollar spent on filmmaking in India by international productions yields a six-fold returns for the economy."

The Conclave deliberated over how destination branding, government incentives and cinematic storytelling can fuel tourism growth worldwide.

**Mr. Anil Parashar**, Chair and **Mr. Rajan Sehgal**, Co-Chair – Tourism Committee, PHDCCI spoke about the impact that cinema has on shaping minds and the role it plays in propelling people to visit the places that they see on screen. **Dr. Ranjeet Mehta**, CEO & Secretary General, PHDCCI highlighted the contribution of tourism in the fast-paced growth of the country's GDP. **Mr. Mahesh Singhi**, Chair – Maharashtra Chapter, PHDCCI shared insights on the state capital as a major contributor to the Indian film industry in terms of number of films produced and released. The session was moderated by **Ms. Shalini S Sharma**, Assistant Secretary General and PHDCCI.

# IIFA: The Mahakumbh of Film Tourism

The 7<sup>th</sup> Global Film Tourism Conclave featured an insightful keynote address by **Mr. Sabbas Joseph, Co-Founder of Wizcraft Group**, on the impact of the International Indian Film Academy Awards (IIFA) in shaping global film tourism. His presentation, titled '**IIFA – Taking India to the World. Bringing the World Closer to India**', highlighted how IIFA has evolved into a major platform for promoting Indian cinema internationally, fostering diplomatic relations and driving tourism to host destinations.

Mr. Joseph spoke about IIFA's extensive global footprint, spanning 19 cities across multiple continents, with Rajasthan hosting the 25<sup>th</sup> edition this year. He underscored how the awards have strengthened international partnerships, with countries like the UK, Spain, Singapore, Malaysia and South Africa witnessing increased tourism interest after hosting IIFA. The event has served as a cultural bridge, elevating India's soft power by showcasing its rich cinematic heritage to a worldwide audience.

One of the key highlights of his address was IIFA's role in diplomatic and economic collaborations. He noted that Indian cinema has become a significant driver of international business and tourism, with Indian investments contributing to



the global entertainment economy. He cited examples like Amitabh Bachchan's wax figure at Madame Tussauds, which continues to attract global visitors and reflects the immense popularity of Indian cinema.

The session also shed light on IIFA's economic impact on host cities, positioning them as prime destinations for both filmmakers and tourists. Mr. Joseph emphasized that hosting IIFA results in a surge in flight and hotel bookings, benefiting local businesses and boosting tourism revenue.

Mr. Joseph concluded by reiterating that IIFA is more than an awards ceremony; it is a global movement that celebrates the power of Indian cinema and its ability to connect cultures, drive tourism and foster international partnerships. With its silver jubilee edition in Jaipur, IIFA continues to play a crucial role in showcasing India's cinematic prowess while enhancing global engagement with Indian tourism and culture.



# Evolving Landscape of Films and Tourism

At the 7<sup>th</sup> Global Film Tourism Conclave, **Mr. Shibasish Sarkar, President, Producers Guild of India & Group CEO, Reliance Entertainment Studios** delivered a thought-provoking keynote on the transformation of film tourism over the decades. He highlighted how Indian cinema has long influenced global travel trends, from the Raj Kapoor era promoting Switzerland and Paris to modern films like *Zindagi Na Milegi Dobara* driving tourism to Spain.



While foreign tourism has benefited significantly from Indian films, Mr. Sarkar emphasized that India's domestic tourism potential remains largely untapped. Films such as *Dil Chahta Hai* (Goa), *3 Idiots* (Ladakh) and *Rab Ne Bana Di Jodi* (Punjab) have driven travel interest, but more structured efforts are needed to market India's cinematic landscapes effectively. He stressed

that with the right incentives, streamlined permissions and film-friendly infrastructure, India can boost domestic film tourism at par with international success stories.

Mr. Sarkar discussed the rapid growth of India's Media & Entertainment (M&E) sector, which grew by 8% in 2023 to ₹2.3 trillion (US\$27.9 billion), with a projected rise to ₹3.1 trillion by 2026. He noted that the film industry itself saw a 14% growth in 2023, demonstrating the industry's economic resilience and potential.

He emphasized that film tourism boosts local economies, generating revenue for hospitality, infrastructure and handicrafts, while also creating jobs. He further outlined India's evolving film incentive structure, including up to 40% production cost reimbursement, improved single-window clearances and state-level policies that support filming. Comparing India's incentives with global leaders like Canada, the UK and France, he urged for expanded policies and stronger global outreach to attract more international productions.

Mr. Sarkar laid out a roadmap for India to become a leading global film tourism hub, calling for enhanced production infrastructure, international collaborations, sustainable filming practices and aggressive film tourism marketing. His insights reinforced the need for industry and government collaboration to position India as a premier destination for both domestic and international filmmakers.

# Shoot to Bill, Tourist Dollars

The session 'Shoot to Bill, Tourist Dollars', moderated by **Ms. Reema Lokesh, Founder & Editor, Reemarkabl.com**, explored India's growing appeal for international film productions and how the film industry and the Ministry of Tourism can work together to drive tourism through cinema.

**Mr. Prithul Kumar, MD, National Film Development Corporation**, highlighted the progress

India has made in becoming a film-friendly destination, citing the 30% incentive for foreign film productions, which led to a 25% increase in international shoots in two years. However, he acknowledged that bureaucratic challenges persist and while the initial ₹2.5 crore incentive attracted smaller productions,



India must now scale up to bring in larger international projects. He emphasized the need for closer collaboration between the Ministry of Information & Broadcasting and the Ministry of Tourism to maximize the economic benefits of film tourism.

**Ms. Lohita Sujith, Senior Director – Copyright & Digital Economy, Motion Picture Association India Office**, stressed the importance of structured policies to facilitate foreign productions and introduced the idea of tracking film tourism's impact through data-driven mechanisms. She cited global franchises like Star Wars and Mission Impossible, which have leveraged film locations to boost tourism and suggested that India adopt similar strategies to enhance its global competitiveness as a filming destination.

**Mr. Sunil Doshi, CEO, Alliance Media & Entertainment**, focused on India's untapped storytelling potential, sharing insights on how historical and cultural narratives, such as Vasco da Gama's burial site in Cochin and the near-extinct Manda community in Gujarat, offer unique cinematic opportunities that remain underexplored. He stressed that private production houses must take the initiative rather than rely solely on government efforts to promote Indian stories globally.

**Mr. Himanshu Patil, Director, Kesari Tours**, spoke about India's need to market its scenic and culturally rich locations more effectively, pointing out that while Indian films often showcase foreign locations, India's own stunning destinations remain underutilized due to weak promotional strategies.

**Mr. Amrit Mann, Director, Mann Tours India**, addressed the need for improved filming infrastructure and logistical support, including specialized filming equipment, transport services and vanity vans, which are standard in many international film industries.



# Filming in Madhya Pradesh: The Heart of Incredible India

The session 'Filming in Madhya Pradesh: The Heart of Incredible India', moderated by **Mr. Atul Singh, Managing Director, MP Incoming**, explored why Madhya Pradesh continues to be a preferred filming destination for both domestic and international productions. Mr. Singh led discussions on how the state's rich cultural heritage, diverse landscapes, and filmmaker-friendly policies have contributed to its growing reputation in the industry.



**Mr. Ram Kumar Tiwari, Deputy Director, Madhya Pradesh Tourism Board**, highlighted the state's continuous investment in film tourism, emphasizing incentives, single-window clearance and promotional support as key drivers of growth. He discussed how government initiatives and financial benefits have made Madhya Pradesh a sought-after location, citing successful projects such as Laapataa Ladies, Stree 2 and Bhool Bhulaiyaa 3, which showcase the state's history and culture. He also pointed out that productions like Delhi-6, which were set in different locations but filmed in MP, demonstrate the state's adaptability and appeal for a variety of cinematic settings.

**Mr. Faisal Malik, Actor and Producer**, shared his firsthand experience of filming in Madhya Pradesh, describing it as a dream destination for filmmakers due to its efficient logistical support, seamless permit processes and accessibility of locations. He emphasized that beyond its scenic landscapes and cultural depth, MP's strong government backing and ease of production give it a distinct advantage over other filming destinations.

**Ms. Deeya Choudhary, Founder, Sochi Films**, provided insights into MP's transformation into a film-friendly state, reflecting on initial challenges related to infrastructure and permissions. She highlighted how government support and policy improvements have streamlined the filmmaking process, making Madhya Pradesh an accessible and reliable choice for both domestic and international productions.

# Filming in Gujarat: Rann of Opportunities

The session 'Filming in Gujarat: Rann of Opportunities' brought together key industry experts to discuss how Gujarat's scenic landscapes, world-class infrastructure and film-friendly policies have positioned it as a premier destination for filmmakers.

**Mr. Ranjit Singh Parmar, Vice Chairman, Heritage Tourism Association, Gujarat,** highlighted

Gujarat's rich cultural heritage and diverse locations, emphasizing how filmmakers can leverage the state's historic sites, colorful festivals and unique landscapes to enhance cinematic storytelling. He noted that celebrations like Navratri, Uttarayan,

Rann Utsav and Tarnetar Fair offer vibrant backdrops that have been successfully integrated into films, bringing authenticity to visual narratives.



**Ms. Prachi Mathkar, Senior Executive, Gujarat Tourism,** elaborated on the state's strong support for film tourism, highlighting financial incentives, single-window clearance and cost-effective production solutions as key advantages. She emphasized Gujarat's seamless accessibility through well-connected road networks, airports and railway services, which allows filmmakers to easily transport equipment and teams across diverse shooting locations, from rural villages and coastal stretches to bustling cityscapes.

**Mr. Sachin Agarwal, Owner, Gujarat Line Production Co.,** shared insights into Gujarat's advanced production infrastructure and skilled workforce, which ensure high-quality film productions. He discussed the availability of modern facilities and cutting-edge filming equipment, making Gujarat a cost-effective and efficient choice for both Bollywood and international filmmakers. He emphasized that Gujarat's balance between urban and rural locations allows filmmakers to shoot diverse genres without logistical challenges.

**Mr. Sudhir Sherigar, Executive Producer, Mantapa Productions,** highlighted the welcoming nature of Gujarat's local communities and their cooperative attitude towards film crews, which contributes to a smooth production experience. He acknowledged that while Gujarat has made significant strides in developing infrastructure and attracting filmmakers, there is still room for improvement in areas such as post-production facilities, expanded incentives and international promotion. He emphasized the importance of aggressively marketing Gujarat at global film festivals to enhance its visibility and attract larger-scale productions.



# Lights, Camera, Destination: Creating Experiences that Inspire Travel



The session ‘Lights, Camera, Destination: Creating Experiences that Inspire Travel’, hosted by **Ms. Shalini S Sharma, Assistant Secretary General, PHDCCI**, explored the crucial role of cinematic storytelling, film-friendly infrastructure and curated travel experiences in shaping global tourism trends. The discussion emphasized how film locations often become as iconic as the characters themselves, leaving a lasting impression on audiences and influencing travel decisions.

**Ms. Chitralekha Khatu, Financial Advisor & CFO, Filmcity Mumbai**, provided valuable insights into the role of dedicated film cities in supporting productions and driving local economies. She emphasized how purpose-built infrastructure, such as Film City Mumbai offers filmmakers a controlled yet expansive environment, making large-scale productions more seamless. She highlighted how governments and tourism boards must collaborate with the film industry to strike a balance between promoting film tourism and preserving historical or natural sites, ensuring sustainability in the long run.

**Mr. Manish Gupta, Film Director & Screenwriter**, shed light on the artistic and logistical aspects of location selection, noting that a well-chosen setting can become as iconic as the film itself. He discussed the trade-offs between real locations and constructed film sets, emphasizing that while real locations offer authenticity, they also come with logistical challenges. Drawing from examples such as *Zindagi Na Milegi Dobara* boosting tourism in Spain and *Dilwale Dulhania Le Jayenge* immortalizing Swiss landscapes for Indian travellers, Mr. Gupta highlighted how films can transform destinations into cultural landmarks, influencing generations of travellers.

# Cinematic ROI: Unveiling the Economics of Film Tourism

The session ‘Cinematic ROI: Unveiling the Economics of Film Tourism’, moderated by **Mr. Utpal Acharya, CEO, Content Engineers**, explored the financial impact of film-induced tourism and the need for structured revenue models in India. The discussion focused on why global franchises like Harry Potter in the UK and Game of Thrones in Ireland have successfully monetized film tourism, whereas India has yet to capitalize on its cinematic influence in a similar way.

**Mr. Aliaksandr Matsukou, Consul General of the Republic of Belarus in Mumbai**, shared insights into Belarus’s potential as an emerging filming destination, noting its competitive pricing, fast-track permissions and a safe, filmmaker-friendly environment. While Belarus currently lacks direct financial incentives for productions, he revealed that discussions are underway to introduce co-production agreements between the Ministry of Culture and the Ministry of Tourism, which could significantly boost international film shoots in the country.

**Ms. Malvika Khatri, Head – Films, Roy Kapur Films**, discussed the key economic factors that influence location selection for filmmakers, including tax incentives, accommodation costs and local infrastructure. She underscored that while creative vision drives storytelling, economic feasibility plays an equally critical role in determining where films are shot. She emphasized the need for integrated partnerships between production houses, tourism boards and local governments to create sustainable revenue streams from film tourism.

**Mr. Madhav Roy Kapur, Executive Producer, Dharma Productions**, presented case studies of Indian films such as Zindagi Na Milegi Dobara and The Sky is Pink, demonstrating



how these films have contributed to increased tourism in Spain and Meghalaya, respectively. However, he pointed out that while films can drive footfall to destinations, India lacks a structured mechanism to monetize film tourism the way Western markets do.

**Mr. Jaiprakash Rengarajan, CEO & Founder, All Around Globe**, addressed the broader economics of film tourism, concluding that location selection depends on three key factors – accessibility, cost-effectiveness and overall value. He highlighted the importance of visa policies, infrastructure readiness and logistical support, noting that while countries like Belarus and India have vast natural landscapes and affordable filming policies, their ability to attract large-scale international productions hinges on how efficiently they streamline the filming process, from pre-production to post-production.



# Availing Government Incentives for Shooting in India

The masterclass on 'Availing Government Incentives for Shooting in India', conducted by **Ms. Shruti Rajkumar, Vice President (I&B Desk), India Cine Hub (ICH)**, provided an in-depth overview of how India's incentive structures and facilitation mechanisms have made the country an increasingly attractive destination for foreign film productions. She elaborated on the role of India Cine Hub (formerly Film Facilitation Office under NFDC and now part of Invest India) in streamlining film and media production processes through a single-window online system, ensuring ease of access to necessary approvals and regulatory clearances for filmmakers.

Ms. Rajkumar explained that ICH serves as a centralized platform for film facilitation, not only by simplifying permission and compliance procedures, but also by acting as a marketing and outreach arm to promote India as a global filming hub. The organization compiles detailed information on incentives, offering transparency for filmmakers seeking



financial support and tax benefits. She also highlighted ICH's role in facilitating official co-productions, particularly those governed by bilateral treaties with 17 countries and discussed how these collaborations enhance India's global footprint in cinema.

She further detailed the application process for availing financial incentives, outlining the steps involved, the required documentation and key eligibility criteria. She walked participants through the online submission process, explaining how filmmakers can route their applications through ICH for approvals related to broadcasting and entertainment affairs. Additionally, she addressed common challenges and bottlenecks faced by filmmakers when applying for these incentives and shared best practices to navigate them efficiently.

# Media Coverage

S. No.	Publication Name	Date	Link
1.	Mumbai News Network	14/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave showcases the transformative power of cinema in boosting tourism</a>
2.	Travel Trade Journal (TTJ)	14/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave showcases the transformative power of cinema in boosting tourism</a>
3.	Business New This Week	15/02/2025	<a href="#">Transformative Power of Cinema in Tourism Spotlited at PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave</a>
4.	Content Media Solution	15/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave Highlights Cinema's Role in Boosting Tourism</a>
5.	Times of India	17/02/2025	<a href="#">Global Film Tourism Conclave: Exploring cinema's role in boosting travel</a>
6.	Travel Trends Today (T3)	17/02/2025	<a href="#">PHDCCI's Global Film Tourism Conclave highlights cinema's role in boosting Tourism, Economy</a>
7.	Travel and Tour World (TTW)	17/02/2025	<a href="#">Gujarat, Madhya Pradesh, and Uttar Pradesh Emerge as Leading Film Tourism Hubs, Strengthening India's Growth as a Global Cinematic Travel Destination with Incentives for International Productions</a>
8.	EVENTFAQS.COM	17/02/2025	<a href="#">Global Film Tourism Conclave: Unlocking Economic Growth &amp; Global Opportunities for India</a>
9.	Travel World Online	18/02/2025	<a href="#">7<sup>th</sup> Global Film Tourism Conclave Highlights India's Growing Appeal for International Productions</a>
10.	India Beyond Curry	19/02/2025	<a href="#">Gujarat, Madhya Pradesh, and Uttar Pradesh: India's New Film Tourism Hubs</a>
11.	Travel Trade Insider	22/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave showcases the transformative power of cinema in boosting tourism</a>
12.	Safari Plus	22/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave showcases the transformative power of cinema in boosting tourism</a>
13.	Business of Travel Trade (BOTT)	28/02/2025	<a href="#">PHDCCI's 7<sup>th</sup> Global Film Tourism Conclave showcases the transformative power of cinema in boosting tourism</a>

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The 7th Global Film Tourism Conclave highlighted cinema's role in promoting global tourism and economic benefits for India. Key discussions included destination branding, government incentives, and India's potential as a prime filming destination, driven by international interest and support from the Indian government ...[Read More](#)

The 7th Global Film Tourism Conclave, organized by the PHDCCI in collaboration with the Ministry of Tourism, Government of India, highlighted how cinema plays a pivotal role in promoting global tourism. Held under the theme "Reel to Real: Redefining Destinations," the event brought together industry experts to discuss destination branding, government incentives, and the economic impact of film tourism.

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## ABOUT PHDCCI

PHD Chamber of Commerce and Industry (PHDCCI) has been working as a catalyst for the promotion of Indian industry, trade and entrepreneurship for the past **120 years**. It is a forward looking, proactive and dynamic **PAN-India apex organization**. As a partner in progress with industry and government, PHDCCI works at the grass roots level with strong national and international linkages for propelling progress, harmony & integrated development of the Indian economy.

PHDCCI, acting as the **'Voice of Industry & Trade'** with a large membership base of **1,50,000 direct and indirect members** consisting of large, medium and small industries, has forged ahead leveraging its legacy with the industry knowledge across multiple sectors to take Indian Economy to the next level.

At the global level, we have been working with the Embassies and High Commissions in India and overseas to bring in the International Best Practices and Business Opportunities.

PHDCCI's **Tourism & Hospitality Committee** aims to promote tourism activities in and outside the country and endeavours to organize various tourism conclaves, seminars, roadshows and webinars in close cooperation with the Ministry of Tourism, Government of India; State Tourism Boards; International Tourism Boards; and private stakeholders.

Tourism in its various forms like **Heritage, Medical, Golf, MICE, Film, Religious, Border, Rural, Sustainable**, plays a critical role in the growth of the tourism industry. Our main focus has been to join efforts with the tourism stakeholders for developing an integrated approach and promote the tourism industry.

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