



25<sup>th</sup>

ANNIVERSARY

*A* Silver  
Jubilee of Vision,  
*Voices & Creativity*

7<sup>th</sup> - 8<sup>th</sup> October 2025 | Hotel Fairmont, Mumbai

**Embark on a Journey of Collaboration!**

Engage in Insightful Dialogue, Business, Networking & Industry Transformation.

# INDIA :



## The One Stop Destination for Content & Services

The Indian Media & Entertainment (M&E) sector grew modestly by 3.3% in 2024, adding INR 81 billion to reach a size of INR 2.5 trillion (US\$29.4 billion), though its GDP contribution remained low at 0.73%. While the industry is now 30% above pre-pandemic levels, traditional formats like television, print, and radio continue to lag behind their 2019 performance. A defining shift in 2024 was digital media overtaking television to become the largest segment, contributing 32% of total revenues. The sector is expected to rebound more strongly, with a projected 7.2% growth in 2025 and a CAGR of 7% to reach INR 3.07 trillion (US\$36.1 billion) by 2027.

Although Bollywood remains the most visible face of Indian cinema globally, regional films now contribute nearly 50% of total domestic theatrical revenue. South Indian language films continue to lead this growth, with Marathi, Punjabi, and Gujarati markets also expanding in depth and reach. Internationally, Indian films—both Hindi and regional—are gaining significant traction among diaspora audiences and on global streaming platforms, boosting their export potential and cultural influence. Notably, over 100 English-language films were released in India in 2024, underscoring the country's growing importance as a key international market for Hollywood.

### Largest Film Producer:

In 2024, with 1,823 films, including 204 dubbed versions. Over 100 English-language (Hollywood) films were released, growing international market for global cinemas.

### New Media:

Comprising digital platforms and online gaming—grew by INR 113 billion (USD 1.36 billion), registering 12% growth and now accounting for 41% of total M&E sector revenues.

### A Billion Screens of Opportunity:

Anticipated surge in all screen-based content consumption and penetration.

### Advertising Growth:

Advertising revenue in 2024 grew by 8.1%, closely tracking India's nominal GDP growth of 8.7%

### India as a film shooting destination:

Diverse and visually rich landscapes, cost-effectiveness, Post-production and VFX capabilities. The rise of OTT platforms have further enhanced its profile as an attractive filming hub.

### 20+ Languages of Content:

India produced nearly 200,000 hours of content across 20+ languages in 2024, reflecting the growing scale and each of multi-platform media monetization.

### Land of Post-production Services:

Production services sector grew 16% to INR 27 billion (USD 325 million), with content frequently dubbed into as many as eight Indian languages.

### Content Creation:

Driven by boundary-less storytelling, IP ownership by production houses has risen significantly—from 15% to 43% for television content, and from 21% to 43% for OTT content.







*"Animation and VFX 2024 witnessed increased use of VFX capabilities. Studios expanded nationally and internationally, Animation forayed to Indian mainstream cinema, Animation content was made available on FAST channels and OTT platforms, Government focus on the AVGC-XR segment increased, Anime grew significantly in India"*

**Mr. Kevin Vaz**, Vaz, Chairman of FICCI Media & Entertainment Committee, CEO-JioStar-Entertainment Business TV & Digital



*"The landscape of the entertainment industry has undergone remarkable transformation, particularly in the last three years. We've challenged the limits of content creation; mediocrity is no longer acceptable- it must be exceptional. Whether it's a small-scale production or a blockbuster, the standard has to be top-notch. I firmly believe that this is the golden era for artists and for Indians alike."*

**Mr. Ayushmann Khurrana**, Indian Actor and Singer

# Unlock the Gateway to India's Entertainment Industry

## FICCI FRAMES -

### Your Premier Destination for Global Business Engagement

Over the past 25 years, FICCI FRAMES has been the cornerstone of the Media & Entertainment (M&E) industry, igniting dialogues, sharing innovations, and fostering collaborations. Dive into our dynamic platform, where industry leaders converge to influence policies, forge business collaborations, and navigate the path to global M&E expansion.

#### A 2-Day Extravaganza:

Experience conference & exhibition offering, unparalleled networking opportunities.

#### One-Stop Shop:

Connect with the Crème of M & E at one place.

#### 35+ Countries represented:

Experience a truly global gathering of M&E Influencers at Global content market.

#### 500+ Brand Associations:

Join a prestigious network of industry players that have participated over the years.

#### 200+ Speakers each edition:

Tap into insights from esteemed industry voices worldwide.



# GLIMPSES OF PAST





# FICCI FRAMES



*"FICCI and FICCI Media and Entertainment Committee has been reaching out to the government and stakeholders that has helped in the sectors' development."*

**Shri Anurag Thakur**

*Former Minister for Information & Broadcasting and Youth Affairs & Sports, GoI*



*"My experience, and India's, are just two examples of what has been made possible by the digital revolution. The theme of this year's FICCI Frames is "Media and Entertainment: Transforming Lives." Over the next three days you'll hear many speakers highlight ways that content and technology are powering social change."*

**Mr Ajit Pai**, Commissioner,  
Federal Communications  
Commission



FICCI collaborated with IDBI to structure film financing mechanisms, facilitating loans up to ₹25 crore and creating an advisory panel to evaluate film project viability.

Launched the first edition of FICCI FRAMES, establishing a dedicated platform for dialogue on media and entertainment. It also commissioned India's first-ever industry report to bring credibility and data-driven insights to the sector.

During the inaugural FICCI FRAMES, the Government of India officially granted 'industry status' to the M&E sector—an outcome driven by FICCI's advocacy—enabling access to institutional finance for the first time.

Advocated for a five-year tax holiday for multiplexes, which contributed to the rapid expansion of cinema infrastructure across India.

Early 2000s

2000

2001

2002

Global leaders like Tom Freston (Viacom) and UK's Tessa Jowell announced Indo-UK co-production film treaty enabling ~\$155m worth of JV films.

FICCI played a catalytic role in signing India's first Audio-Visual Co-production Treaty with Italy, paving the way for future collaborations with 16 countries including France, UK, and Canada.

FICCI's Secretary General, Dr. Amit Mitra, was appointed by the Government to head the Radio Broadcast Policy Committee, shaping the roadmap for FM radio's second phase of privatization.

2006

2005

2003

FICCI was entrusted with drafting a framework for the proposed Optical Disc Law in collaboration with MIB and manufacturers, aimed at curbing piracy through manufacturing regulation.

FICCI FRAMES partnered with Switzerland, showcasing film shooting locales and hosting a Swiss delegation; honoured Rishi Kapoor and Sridevi with the "FICCI Living Legend in Entertainment" award.

Facilitated stakeholder consultations and helped shape the framework for the Broadcasting Content Complaints Council (BCCC) to promote self-regulation in TV content.

Set up of the Media & Entertainment Skills Council (MESCC) to drive vocational education and skill development in the M&E sector. The council is operating under the aegis of Ministry of Skill Development & Entrepreneurship.

2007

2008

2011

2012



# stones

## *Milestones*

Initiated discussions that led to the FICCI's advocacy led to key FICCI played a pivotal role in FICCI is assisting the film productions and co-productions, which were formally announced at the Cannes Film Festival.

Cinematograph Act, following a roundtable co-hosted with the Ministry of I&B at IFFI 2022 to address emerging industry challenges.

Creative Technologies (IICT) in Mumbai—a National Centre Cabinet on September 18, 2024, to drive innovation, skill development, of Excellence for the AVGC-X and employment in India's creative economy. sector—approved by the Union.

Formulating a comprehensive Media & Entertainment Policy, designed to position the state as a global content and creative industry hub.

2022

As an ongoing initiative, FICCI was instrumental in shaping India's National AVGC-XR Policy and the National AVGC-XR Mission, and supported several states including Karnataka, Maharashtra, and Telangana in drafting their AVGC-XR roadmaps

2022

Introduced "Frame Your Idea", enabling over 3,500 B2B meetings between emerging talent (400+ writers/owners) and 50+ producers/studios-driving grassroots content pipelines. Launched the first animation, and documentary edition of FICCI LEAP.

2024

Launched the International Content Market alongside the conference, bringing together 100 buyers and 300 sellers from 50 countries—expanding opportunities in film, TV, OTT, animation, and documentary.

2025

2022

FICCI played a key advisory role in the creation of the Film Facilitation Office (FFO) under MIB, enabling a streamlined single-window clearance system to attract both domestic and international productions.

Advocated for the inclusion of Entertainment Tax under GST, simplifying the tax landscape and eliminating multiple levies on the M&E industry.

2019

Starting in 2012, supported the phased implementation of the Digital Addressable System (DAS), ensuring smooth transition and awareness across stakeholders in the cable sector.

2018

In partnership with DIPP, FICCI co-developed the IPR Enforcement Toolkit for Police, providing law enforcement with actionable guidance on tackling copyright and IP crimes.

2015

2016

2017

2017

# Initiatives of Frames

## FICCI FRAMES' PROPERTIES

SOME OF THE FRAME'S PROPERTIES TO CREATE THE LEADING ENTREPRENEURS IN THE WORLD OF MEDIA & ENTERTAINMENT.



### Knowledge Sessions

Delve into policy reforms, skill empowerment, tech innovations, and industry best practices across the M&E spectrum.



### LEAP

(LEVERAGING EDUCATION TO ACCELERATE PROGRESS)  
A platform facilitating discussions on integrating skills into formal M&E education by bridging academia and industry.



### Exhibitions

Explore a curated collection of global M&E enterprises. Reserve your spot to exhibit with us.



### Pitching Sessions - Frame Your Idea

Turn your script into cinematic gold. Our pitching sessions connect talented screenwriters with film and TV producers, studios, and buyers from over 35 countries. Share your vision, get discovered, and take the next step toward production.



### Best Animated Frames- (BAF) Awards

Recognizing outstanding contributions in the AVGC-XR industry.



### Content Market Confluence

CONNECT | COMMERCE | CONSUMER | CONTENT

India's first market for media & entertainment content and services that connects buyers from all around the world to the Indian sellers.



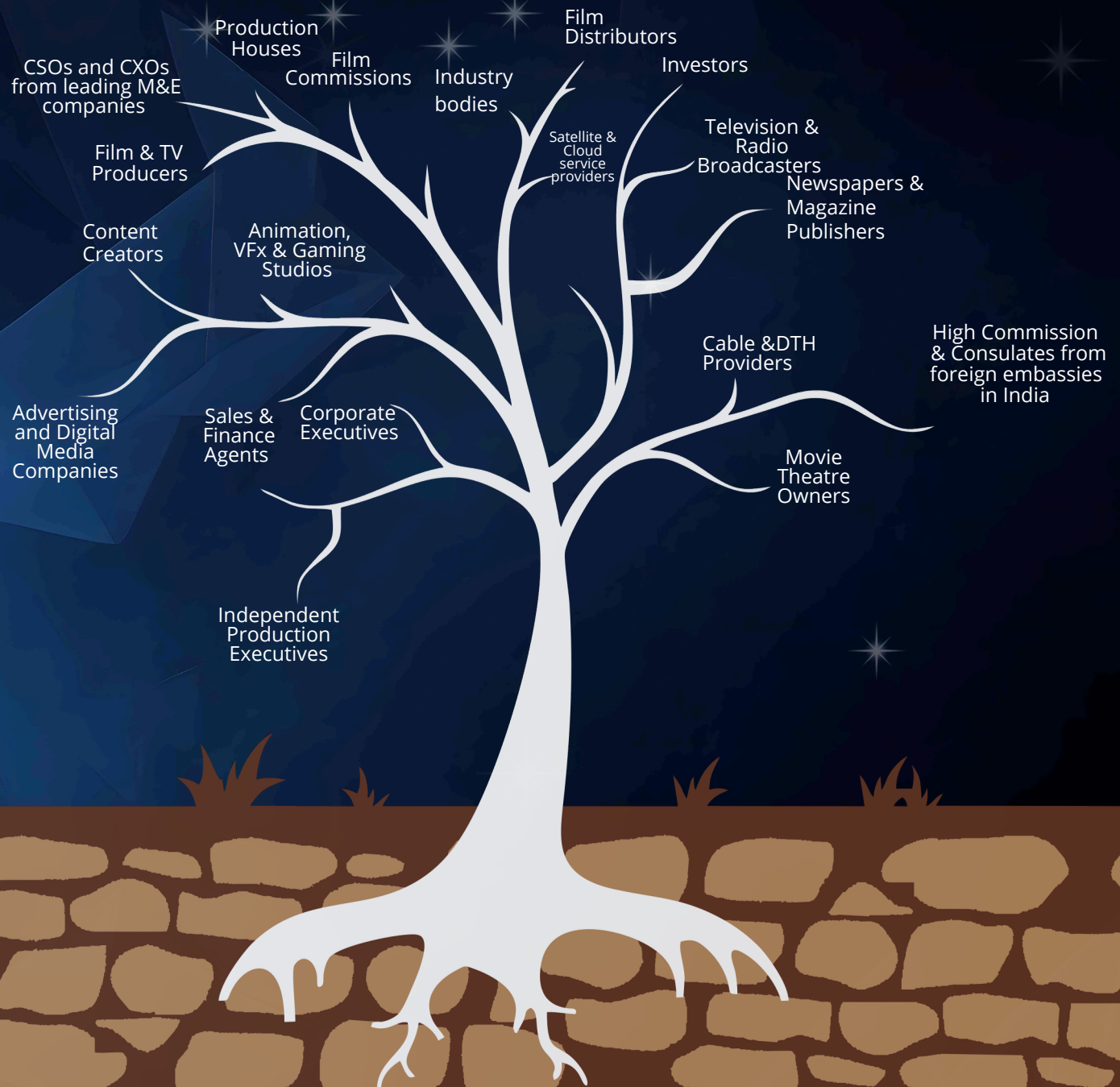


"I have immense admiration for Bollywood and Shah Rukh Khan, particularly his work in 'My Name is Khan.'"

**Hugh Jackman**, Actor  
at FICCI FRAMES 2011



# WHO SHOULD ATTEND FRAMES?





# GLOBAL LEADERS AT FICCI FRAMES OVER THE YEARS



**Hon'ble Tessa Jowell**  
Secretary, Department of Culture  
Media & Sports, Government of UK



**Ajit Pai**  
Commissioner  
Federal Commission, USA



**John Tory**  
Mayor  
Toronto Canada



**Mark Hollinger**  
President & CEO,  
Discovery International



**Gary Knell**  
CEO, National  
Geographic Society



**Charles Rivkin**  
CEO, Motion Picture  
Association of America



**Ryan Kavanaugh**  
CEO  
Relativity Media



**James Nicholas**  
Chairman & CEO,  
Fox Filmed Entertainment



**Jim Egan**  
CEO  
BBC Global News



**Carolyn Everson**  
VP, Global Marketing  
Solutions, Facebook



**James Murdoch**  
CEO  
21st Century Fox



**Chris Dodd**  
Chairman, Motion Pictures  
Association of America



**Hugh Jackman**  
Renowned Actor



**Francis Gury**  
DG, WIPO



**Bob Bakish**  
CEO, Viacom



**Andy Bird**  
Chairman  
The Walt Disney



**Dominic Proctor**  
Global President, Group M



**JB Perrett**  
President  
Discovery Networks



**Martin Sorell**  
CEO, WPP



**Mitch Singer**  
CTO, Sony Pictures

# Brand Associations



A non-government, not-for-profit organization, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

## Contact us:

### Frame Your Idea

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### Content Market

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### Social Media:



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[www.facebook.com/ficciindia](https://www.facebook.com/ficciindia)



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**#FICCIFrames25**

