

FRAME YOUR IDEA 2025 – PRODUCER FAQ

1. What is Frame Your Idea (FYI)?

FYI is FICCI's curated *writer-meets-producer* platform, connecting emerging and established storytellers with producers, studios, and platforms. It runs alongside **FICCI Frames**.

The 2025 edition will be held on **7–8 October 2025** at **Fairmont Mumbai**.

2. Who can participate as a producer?

Film, OTT, TV, animation, documentary, and digital content producers — from large studios to boutique companies — who are actively seeking new ideas, scripts, or creative talent.

3. How does the meeting process work?

- You select categories relevant to your content slate (e.g., feature films, OTT series, non-fiction, animation).
 - Writers submit pitches in advance.
 - Curators shortlist projects to match your brief.
 - Meetings are scheduled and held in dedicated booths over two days.
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4. What's expected from me as a producer?

- Be present for the **full duration** of your allotted meetings.
 - Engage with each writer respectfully and constructively.
 - Tag/reshare official FYI collab posts to help amplify the event.
 - If you pursue any project or talent discovered at FYI, inform FYI and share appropriate credit in promotions and opening/closing credits.
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5. Is there a cost to participate?

No — your commitment is your presence and active engagement.

6. Can I bring my team?

Yes. Please ensure they are registered in advance. Each category you select will have a **dedicated booth**, so a representative should be present at each.

7. What if I can't attend a scheduled meeting?

We understand emergencies happen. If you miss a session, FYI will share your contact with the writer so you can connect within **one month** of the event.

8. What do I gain from participating?

- Access to a **curated pool** of original ideas and scripts.
 - Opportunities to discover **fresh voices and creative talent**.
 - Networking with peers and industry stakeholders at **FICCI Frames**.
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9. When did FYI begin?

FYI has been running since **2016**, facilitating **5,000+ writer-producer connections** over the years.

10. Does FYI deliver results?

Yes! Notable examples include:

- **Anurag Kashyap** met **Nihit Bhave**, writer of *Choked*, at FYI.
- **Disney** acquired a script discovered at FYI.
- Multiple studios and production houses have found writers for their writers' rooms through FYI.