

It's an incredible time for India to be the content hub of the world, says Shraddha Kapoor

India is experiencing an unprecedented surge in content creation: Adam Mosseri, Head of Instagram

WAVES 2025 discusses Trends and Virality in Fireside Chat

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“Today, anyone with a smartphone can be a content creator and producer”, said noted actress Shraddha Kapoor, highlighting the democratization of content through platforms like Instagram. Known for her authentic presence on social media, Shraddha emphasized India’s deep-rooted legacy of storytelling. “We’ve grown up on stories — it's part of who we are,” she remarked.

She described the current moment as a golden era for Indian content creators: “It’s an incredible time for India to be the content hub of the world,” she flagged, pointing to the convergence of digital technology, affordable data, and a vibrant youth population. Narrating her story of success on social media, Shraddha further stressed the power of authenticity in content. “When content comes from the heart, it naturally connects with people. I always try to post authentic content rather than being strategic,” she asserted.



Shraddha also touched upon the ever-growing influence of India's meme culture, and how platforms like Instagram, with its trending audios and hashtags, play a pivotal role in engaging the Gen Z audience. "It's remarkable to see how quickly trends form and evolve, with each generation finding its unique voice," she said.

Adam Mosseri, Head of Instagram, Meta offered a global perspective, sharing his insights on the rapid transformation of digital content creation in India. He pointed to the revolution in digital infrastructure, noting how the decreasing cost of data and the widespread availability of high-speed internet have opened new doors for content creators. "India is experiencing an unprecedented surge in content creation," Mosseri said, acknowledging the pivotal role technology has played in transforming how Indians engage with the digital world.



He also delved into the rise of visual content, particularly *Reels*, which have become a dominant mode of expression on Instagram. “Visual content is inherently more engaging and impactful. Reels have empowered individuals to tell stories in shorter and impactful manner, offering a creative platform to connect with a global audience,” Mosseri explained.

The In Conversation session on “Enabling Creative Expression: How Gen Z Consumes Content” was not just a conversation; it was a celebration of India’s boundless creative potential and the transformative role technology plays in empowering the next generation of digital storytellers. As digital platforms continue to democratize content creation, the session illustrated how the confluence of culture, technology, and creativity is shaping the future of content consumption for Gen Z.

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PIB TEAM WAVES 2025 | Rajith/ Swadhin/ Lekshmipriya/ CShekhar | 149

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