

Pan-Indian Cinema is Not a Myth; Film Industry Veterans Emphasize Unity in Indian Cinema

Anupam Kher Highlights Shifting Cinema Consumption Trends Post-COVID

When you honour our shared heritage, our songs, our stories, our soil, your film becomes Indian cinema: Khushboo Sundar

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The World Audio Visual and Entertainment Summit, WAVES 2025, being held at the Jio World Centre, Mumbai, hosted an inspiring panel discussion titled **“Pan-Indian Cinema: Myth or Momentum?”** Moderated by Sh. Naman Ramachandran, the session brought together four distinguished personalities from the Indian film industry, Sh. Nagarjuna, Sh. Anupam Kher, Sh. Karthi, and Ms. Khushboo Sundar, for an engaging conversation.



Ms. Khushboo Sundar reminded the audience that cinema's power lies in its emotional resonance. She emphasized that there should be no perceived divide between Bollywood and regional film industries, as Indian films are created with the intent of resonating with all Indians. “When you honour our shared heritage, our songs, our stories, our soil, your film stops being regional or national, it becomes Indian cinema and that is what makes everything fall into place,” she observed.



Sh. Nagarjuna echoed this sentiment by celebrating the rich cultural tapestry that weaves together India's filmmaking traditions. He spoke of the myriad languages, customs and landscapes that inspire storytellers, and he reminded attendees that pride in one's roots does not constrain creativity, it liberates it and that is the true essence of Indian cinema.



Sh. Anupam Kher spoke about how COVID-19 pandemic changed the behavior of cinema consumption. He recounted how audiences started consuming films from different sources and it is not about cinema from different regions, but cinema from India alone. He also stressed about one must be true and honest in their craftsmanship, "Whether you are broadcasting a mythic saga on the big screen or streaming a slice-of-life drama, honesty in storytelling is your greatest ally. Audiences may crave spectacle, but they will always applaud sincerity and that is what works in films."



Further adding to this, Sh. Karthi reflected on the enduring appetite for larger-than-life experiences. He expressed that while audiences today have access to diverse content, they still flock to theatres for the magic of song-and-dance extravaganzas and heroic epics.



Throughout the discussion, the panelists spoke about the importance of evolving beyond the notion of "regional" films and embracing the idea of Indian films. They emphasized on the importance of emotions, sincerity and that Indian cinema's true strength lies not in divisions, but in unity, rooted in our soil, and it is that momentum that will carry Indian cinema forward.

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