

WAVES Bazaar 2025 garners over 250 Crore in Deals and Unveils Major International Alliances: Sanjay Jaju, Secretary, I&B

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WAVES Bazaar, the flagship global market initiative of the WAVES Summit, has emerged as a powerful catalyst for international collaboration in the media and entertainment industry. Designed to connect creators with investors, buyers, and collaborators across borders, WAVES Bazaar is poised to transform India into a strategic hub for content commerce. WAVES Bazaar 2025 garners over 250 Crore in Deals and Unveils Major International Alliances, informed Sanjay Jaju, Secretary, I&B at WAVES in Mumbai today.

In its inaugural edition, WAVES Bazaar brought together leading players from over 22 countries—including South Korea, Japan, USA, Germany, Russia, Netherlands, and New Zealand—and featured participation from 95 global buyers and 224 sellers. Key buyers included Netflix, Amazon Prime Video, Meta, Disney Star, Zee Entertainment, Banijay Asia, Warner Bros. Discovery, Sony LIV, YRF, Dharma, Jio Studios, Rotterdam Film Festival, and Rushlake Media.

Viewing Room & Market Screenings:

115 filmmakers presented completed works to international buyers. 15 standout projects were selected as **Top Selects** from the Viewing Room and showcased live. These filmmakers were felicitated by acclaimed casting director Mukesh Chhabra, with actor Tiger Shroff joining to support one of the selected titles. Market Screenings, showcased 15 notable and appreciated projects from talented filmmakers.

Pitch Room: From 104 project submissions, **16 curated projects** were selected to pitch live, offering early-stage creators a platform to engage directly with industry stakeholders in the over 2 days of Waves Bazaar.

B2B Buyer-Seller Market: WAVES Bazaar launched India's first dedicated B2B buyer-seller meetings in association with FICCI (Federation of Indian Chambers of Commerce & Industry), held from May 1–3, enabling targeted deal-making and creative business development.

Early Business Outcomes

WAVES Bazaar recorded confirmed transactions worth 250 crore across film, music, animation, radio, and VFX sectors within the first day and a half of the market. This figure is expected to rise significantly over the next two days and expected to cross more than 400 crores.

Notable deals and Landmark Announcements on May 2, 2025

- *Khidki Gaon*, a **Top Selects** film, secured a post-production and VFX deal with the Asian Cinema Fund. The Asian Cinema Fund (ACF) is a support program of the Busan International Film Festival that provides funding for Asian films, including both fiction and documentary projects.
- **Indo-European Animation Alliance (€30 Million)**
Broadvision Perspectives (India) and Fabrique d'Images Group (Europe) announced a €30 million co-production agreement for four animated features. Each title, budgeted at €7–8 million, will be developed under Indo-French and Indo-Belgian treaty frameworks. The alliance was formalized by Mark Mertens (COO, FDI Group) and Sriram Chandrasekaran (Founder & CEO, Broadvision), establishing a new benchmark for international animation collaborations from India.
- **India–UK Co-Production MoU Signed**
Amanda Groom (Founder & CEO, The Bridge, UK) and Munjal Shroff (Co-founder, Graphiti

Studios, India) signed an MoU to co-develop a slate of factual series exploring India's colonial history. The partnership, developed over years of collaboration since Film Bazaar and finalized at Content India, marks a significant step in transnational storytelling.

- **"Shin chan India Year" Initiative Launched by TV Asahi**

TV Asahi announced the "Shin chan India Year" to celebrate the franchise's immense popularity in India. Highlights include:

- Theatrical release of *Shin chan: Our Dinosaur Diary* on May 9
- A Diwali 2025 release of a second film, *The Spicy Kasukabe Dancers in India*
- Fan engagement events at Anime India (August) and Mela Mela JAPAN (September)

This initiative further establishes India's rising role in the global anime ecosystem and strengthens Indo-Japanese cultural ties.

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