

WAVES Animation Bazaar and 8th Edition of IndiaJoy 2025 Inaugurated in Hyderabad

Hyderabad to Get Indian Institute of Creative Technologies (IICT) soon: Secretary, Ministry of Information and Broadcasting Shri Sanjay Jaju

Ministry of Information and Broadcasting is working tirelessly to combat the growing threat of piracy to Indian cinema: Shri Sanjay Jaju Secretary I&B

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The Secretary, Ministry of Information and Broadcasting, Shri Sanjay Jaju, on Saturday announced that Hyderabad will soon get regional center of the Indian Institute of Creative Technologies (IICT) to further strengthen the growth of the gaming, animation, and digital entertainment industries.



Addressing the WAVES Animation Bazaar and the 8th edition of IndiaJoy 2025 at HICC, Hitex, Shri Sanjay Jaju said, "The Indian Institute of Creative Technologies, the first of its kind in the country, will be established across India, and one of its campuses will soon come up in Hyderabad."



Highlighting the contribution of the Telugu film industry and the Telangana Government's efforts in promoting the AVGC sector, Shri Sanjay Jaju said Hyderabad continues to consolidate its position as the hub of India's Animation, Visual Effects, Gaming, and Comics (AVGC) ecosystem, driving the growth of the nation's creative economy. "India's media and entertainment sector is rapidly expanding, serving as a vital expression of the nation's soft power," he added.

Speaking about the WAVES initiative, conceptualised by Hon'ble Prime Minister Shri Narendra Modi, Shri Sanjay Jaju said it envisions India as a global leader in creativity and digital innovation. "South India, particularly Hyderabad, plays a pivotal role in driving Indian cinema and creative technology. Many pan-India films have been produced from Hyderabad, supported by world-class studios and a policy framework that encourages innovation and artistic excellence," he said. He further added that, much like how the IPL transformed Indian cricket, the WAVES initiative is poised to revolutionise the Indian film industry by integrating creativity with technology and building a global platform for collaboration and innovation.



A Memorandum of Understanding (MoU) was signed between the Indian Institute of Creative Technologies (IICT) and T-Hub to promote startup incubation and innovation in the media and entertainment sector.

The expo at India Joy also showcased startups being incubated under the WAVEX initiative and the IPs created by winners of Create in India Challenge Season 1. These initiatives aim to provide a platform to startups and young creators and ensuring market access and exposure to young creators at prominent Media and Entertainment industry events.

As part of the event, WAVES Animation Bazaar, a physical content marketplace for animation content, linking content creators with buyers and OTT platforms, was launched by Shri Sanjay Jaju. The WAVES Bazaar platform aims to empower creators to monetise their work and accelerate industry growth, this transforming craft to commerce.

Later, Shri Sanjay Jaju chaired the IFFI Round Table with Telugu and Malayalam film producers and announced Japan as the partner country for IFFI 2025. He said the upcoming WAVES initiative would transform Indian cinema by integrating creativity and technology. He reaffirmed The Ministry of Information and Broadcasting is working tirelessly to combat the growing threat of piracy to Indian cinema. Additionally, the Ministry is introducing a new system for applying for multilingual film certification to further streamline and simplify the process.



The WAVES Animation Bazaar and IndiaJoy 2025 are being organised in collaboration with the Ministry of Information and Broadcasting. The two-day event showcases India's creative economy across films, e-sports, VFX, animation, OTT, comics, and other emerging digital entertainment sectors.

The event was attended by Hon'ble Minister for IT, Telangana, Shri Duddilla Sridhar Babu, Shri Dil Raju, Producer and Chairman, Telangana Film Development Corporation; Shri Teja Sajja, actor; and several prominent industry leaders from TVAGA and the Telugu film industry.
