



India Creates Waves at FOCUS London WAVES Bazaar' and 'India Cine Hub' Garner Global Attention

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India showcased a strong and strategic presence at FOCUS London 2025, one of Europe's premier international trade events for the media and entertainment sector, reaffirming the nation's growing stature as a preferred destination for global creative investment. Through its two flagship initiatives — WAVES Bazaar and the India Cine Hub (ICH) — India further strengthened its position as a leading global hub for creative collaboration and industry partnerships.



The participation also marked a key milestone in the international outreach of the World Audio Visual and Entertainment Summit (WAVES), inaugurated in Mumbai in 2025, which witnessed participation from over 100,000 industry professionals and representatives from more than 75 countries.



The WAVES Global Outreach activities at FOCUS 2025 were held at the Business Design Centre, London. The BHARAT Pavilion (C17) showcased exhibition branding of WAVES and the India Cine Hub, and facilitated business discussions at the VIP Lounge. A series of targeted meetings were conducted with international creative professionals, including producers, screenwriters, directors, and representatives of film commissions from multiple countries. These interactions expanded India's global footprint and strengthened branding efforts, particularly for the WAVES Bazaar.



The Indian delegation networked with global industry stakeholders during the WAVES India Reception, held on the first day at Shadowbox Studios Private Lounge, Business Design Centre. Additional events and business meetings were held at the India Pavilion at the venue.

A dedicated WAVES India Presentation highlighted India's rapidly expanding media and entertainment ecosystem and its vision to emerge as a USD 100 billion creative economy by 2030, driven by policy reforms, growing investment opportunities, and single-window facilitation through the India Cine Hub.



The outreach culminated with Bharat Parv, hosted by the High Commission of India in London as a cultural and networking dinner celebrating India's storytelling traditions, creative diversity, and global collaborations.

During the visit, Shri Kartik Pandey, Deputy High Commissioner of India in London, along with senior officials, visited the WAVES Bazaar Pavilion, reaffirming the Government of India's commitment to strengthening international partnerships in the audio-visual and creative sectors. Industry leaders present at FOCUS London appreciated India's evolving ecosystem and institutional support.

Shri Harshad Bhagwat, Promoter, International Indian Film and Television Club (IIFTC), remarked, "What the government is doing now is bringing those stories alive. This was not the ecosystem over 10 years back. We've seen things changing with NFDC and now WAVES Film Bazaar."

National Award-winning filmmaker Nila Madhab Panda highlighted India's creative culture, stating, "Everything is possible in India. We don't make films just as a profession. We do it out of love and passion because we love cinema so much."

UK-based filmmaker and actor Rajdeep Choudhury praised India's production agility, while former MP and filmmaker Eric Ollerenshaw described the support from NFDC during their production process as "invaluable."

About WAVES Bazaar

WAVES Bazaar is an innovative e-marketplace that brings together stakeholders from across the media and entertainment spectrum—including film, television, animation, gaming, advertising, XR, radio, music, sound design, and more. The platform serves as a vital bridge between buyers and sellers, enabling professionals to showcase their work, connect with potential partners, and secure meaningful collaborations.

About India Cine Hub (ICH)

Developed by the Ministry of Information & Broadcasting and managed by the National Film Development Corporation (NFDC), the India Cine Hub functions as the Government's single-window clearance platform for film production across India. By streamlining permissions, incentives, and production resources, ICH enhances India's position as a premier global filming destination.

India's participation in FOCUS London 2025 reaffirmed its role as a reliable, innovative, and collaborative global partner in storytelling, co-production, and creative investment.

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