

India Showcases Cinema, Culture and Innovation in Berlin at European Film Market 2026 with Bharat Pavilion Launch

Active Participation of Indian Filmmakers Highlights Growing Global Interest in Indian Cinema

Create in India Winners and States Showcase Creative Strength at Global Platform

India Showcases Cutting-Edge Creative-Tech Innovation and AVGC-XR Capabilities at EFM Innovation Hub 2026

Posted On: 13 FEB 2026 5:30PM by PIB Delhi

Marking a powerful and multidimensional presence at the **European Film Market (EFM) 2026**, held alongside the **Berlin International Film Festival**, India formally inaugurated the **Bharat Pavilion**, its official platform at the market, underlining the country's expanding global role across cinema, culture, and creative technologies. The Pavilion was inaugurated by H.E. **Ambassador Shri Ajit Vinayak Gupte**, Ambassador of India to Germany, in the presence of prominent international market leaders, cultural representatives, and the Indian film and innovation delegation.



The inauguration ceremony reflected the growing depth of India–Germany engagement in the creative and cultural sectors. Among the distinguished attendees were Ms. Tanja Meissner, Director of Berlinale Pro

and Head of the European Film Market, who leads one of the world's most influential film markets; Mr. Peter Domsch, Head of Sales & Design, EFM, instrumental in shaping international participation and strategic industry engagement; and Ms. Trisha Sakhlecha, Director of the Tagore Centre, whose work has been central to strengthening artistic and cultural dialogue between India and Germany. The event was also attended by senior officials from the National Film Development Corporation (NFDC), members of the Embassy of India in Berlin, and a diverse Indian delegation representing the country's evolving creative ecosystem.

Indian Filmmakers Expand Global Partnerships

India's presence at EFM this year stands out for its strong blend of storytelling excellence and innovation-led participation. A major highlight is the participation of nine Indian filmmakers, who are actively engaging with international producers, sales agents, distributors, and festival programmers. Their presence reflects India's growing integration into global co-production networks and the rising international appetite for Indian stories across languages and genres. Through structured market meetings and project discussions, these filmmakers are exploring partnerships that extend beyond traditional film trade, into cross-border collaboration and long-term creative alliances.



Equally significant is the participation of a delegation of four emerging start-ups representing India's rapidly expanding media-tech and creative-tech sectors. These companies bring forward solutions that intersect storytelling, technology, and digital production, demonstrating how India's creative economy is increasingly being shaped by innovation. Their presence at EFM signals India's transition from being seen solely as a major content-producing nation to being recognized as a hub for technological advancement in the global entertainment ecosystem.

Young Innovators Represent India



The delegation also includes two winners of the Create in India Challenge (CIC), spotlighting breakthrough ideas and young creative entrepreneurs whose work embodies the spirit of innovation-driven storytelling.

Their participation highlights the country's emphasis on nurturing new talent and providing global exposure to emerging voices. A cultural delegation from Maharashtra is also present, showcasing the state's commitment to supporting filmmakers through favorable policies, funding options, and an array of resources for film productions, while reinforcing Maharashtra's position as a major player on the global film map. Delhi's delegation is here to promote the Delhi International Film Festival, highlight special filming incentives and clearance processes, and showcase the city's exquisite shooting locations to a global audience.

During interactions at the Pavilion, NFDC management also spoke about India's upcoming flagship festivals, including the Mumbai International Film Festival (MIFF) 2026, scheduled for June 2026, and the International Film Festival of India (IFFI), held annually from 20th to 28th November. These festivals were positioned as key global platforms for cinematic exchange, co-production, and market engagement, inviting greater international participation and collaboration.

In his address, Ambassador **Shri Ajit Vinayak Gupte** emphasized cinema and creativity as powerful instruments of international engagement. He noted that India's presence at EFM reflects not only its

longstanding storytelling traditions but also its expanding role in global creative industries. He highlighted the growing synergies between India and Germany in film, culture, and innovation, and underscored the importance of platforms such as EFM in building enduring creative and economic partnerships.

Bharat Pavilion unites creative stakeholders

Organized by NFDC, the **Bharat Pavilion serves as a dynamic meeting point** for the international industry. Throughout the market, the Pavilion is hosting business meetings, co-production discussions, networking interactions, and industry dialogues, while also promoting India as a compelling filming destination and collaborative content partner. It acts as a central space where filmmakers, producers, technology innovators, cultural representatives, and global stakeholders converge to explore partnerships.

A key dimension of India's participation this year is its presence at the EFM Innovation Hub, where four Indian tech start-ups are presenting cutting-edge tools and platforms that address emerging needs in immersive storytelling, digital production, and media ecosystems. Their engagement highlights India's growing footprint in the AVGC-XR and creative innovation space, demonstrating how technological entrepreneurship is becoming integral to the future of storytelling. This reflects a broader national focus on supporting start-ups and fostering innovation across the creative industries.

India's structured and forward-looking participation at EFM 2026 reflects a clear strategic vision to position the country as a global leader not only in content creation but also in creative entrepreneurship, cultural exchange, and innovation-driven growth. By bringing together filmmakers, start-ups, cultural institutions, and international industry leaders, the Bharat Pavilion stands as a symbol of India's expanding engagement with the global film and media landscape. As EFM continues, the Bharat Pavilion remains a vibrant hub of activity, dialogue, and collaboration, strengthening India's connections with the international film community and reinforcing its role in shaping the future of global entertainment.

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