

WAVES Bazaar at Bharat Parv Showcases India as a Global Content Hub; Maharashtra and Delhi Unveil Strategic Film Tourism Roadmaps

NFDC and WAVES Collaborate to Empower Filmmakers and Tech Start-ups through Open Pitch Sessions and Global Panel Discussions

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The Waves Bazaar, organised as part of Bharat Parv at the Ritz, witnessed a landmark congregation of global cinema experts, technology innovators and policymakers. Hosted by National Film Development Corporation (NFDC) under the WAVES (World Audio Visual & Entertainment Summit) initiative, the event underscored India's rising stature as a "Global Content Factory," highlighting the country's expanding influence across cinema, media and emerging creative technologies.



India as a Global Content Factory

The day commenced with opening remarks by Shri Gautam Bhanot, GM – NFDC, who outlined the "Way Forward" for India's AVGC and film sectors. A high-level panel discussion titled "India as a Global Content Factory: Scale, Talent, and New Business Models", moderated by Vidushi Kain, General Manager – Media & Communication, NFDC, explored India's growing potential to lead international storytelling. Featuring Marten Rabarts (IFFR Pro), Katharina Suckale (Bombay Berlin Film Productions), and Tommaso Priante (Luminalia), the discussion highlighted how platforms like Film Bazaar, WAVES

Bazaar, and government-supported initiatives such as WAVEX and CIC challenges are strengthening India's production scale, nurturing talent, and enabling cross-border collaborations, positioning the country as a globally competitive hub for creative industries and innovation.



Ministerial Presentations: Delhi and Maharashtra

In a significant push for regional film tourism, both Delhi and Maharashtra presented their strategic agendas. Shri Kapil Mishra, Hon'ble Minister of Tourism, Art & Culture (Delhi), led the presentation for Delhi Tourism, highlighting the capital's revamped policies for filmmakers.

This was followed by a presentation on Maharashtra Film City by Shri Ashish Shelar, Hon'ble Minister of Culture (Maharashtra). The Minister detailed the state's initiatives to provide end-to-end production support and financial incentives to boost local and international projects. Both Ministers were felicitated for their contribution to the cultural economy.

Spotlight on Global Co-Productions: The Kurinji Project

At Bharat Parv on 13 February, the Waves Bazaar Global Outreach Delegation at the European Film Market showcased the internationally mounted feature *Kurinji* through a panel discussion on its India–France–Germany co-production model. The session featured writer-director Payal Sethi and her international producing partners.

A recipient of the Berlinale Talents fellowship and First Prize at the NFDC Waves Film Bazaar Co-Production Market, *Kurinji* is a character-driven drama set in Kerala exploring migration, identity, and resilience. Produced by FilmKaravan, known for the International Emmy-winning series Delhi Crime, the project reflects strong cross-border collaboration and highlights India's growing presence in globally relevant storytelling.

Empowering New Talent: Open Pitches & CIC

A dedicated segment, "Filmmakers & Tech Startups Open Pitch," showcased nine feature film projects spanning diverse genres and regions. These included *Kabootar*, a Hindi-Japanese mystery drama seeking co-production partners; *Yeh Mera Ghar (My Home)*, a completed art-house drama exploring migration; and *THE G.O.A.T.*, a Tamil-English animated children's feature and XR project in financing.



Other projects presented at Bharat Parv on 13 February included *Echoes of the Herd*, an award-winning Himalayan drama; *White Guy*, a 1980s UK-set coming-of-age musical; *Mr. Francis & The Last Standing PCO*, a Konkani-Hindi fantasy romance; *KANHI DOOR (Still... Somewhere)*, a Berlin-India drama; *Ade (On a Weekend)*, a Tenyidie coming-of-age story from Nagaland; and *ICE-PICE*, a Hindi drama set within a prison.

Innovation was further highlighted through the Wave X showcase, featuring Crewbella's decentralised festival monetisation platform, Tuttifrutti Games' AI-powered mythological gaming IP, Zangoh's generative AI localisation tools, and FolkLog's animation-led folk heritage platform.

The Create in India Challenge (CIC) winners also generated interest, including *Road To Jinji*, a historical animated feature on Rajaram's escape, and *The Dream Balloon*, a large-scale animated fantasy adventure in advanced development.



The afternoon concluded with a specialized panel on the Kurinji Project, an international co-production between India, France, and Germany, followed by intensive B2B meetings involving the Indian delegation to foster global partnerships.

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