



Ministry of Information & Broadcasting

BRICS WAVES Bazaar to Bring Together Over 500 Delegates from BRICS Member and Partner Countries in Mumbai

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The National Film Development Corporation (NFDC), under the aegis of the Ministry of Information & Broadcasting, Government of India, will host the BRICS WAVES Bazaar on 6–7 August 2026 in Mumbai. Conceived as a premier international marketplace for the creative economy, the Bazaar will bring together over 500 delegates from BRICS member and partner countries, including India, representing governments, industry bodies, creators, producers, investors, broadcasters, OTT platforms, technology companies, startups, cultural institutions, and creative enterprises.

The BRICS WAVES Bazaar aims to strengthen collaboration among BRICS member and partner countries by creating opportunities for dialogue, business engagement, knowledge exchange, and cross-border partnerships across the audiovisual and creative industries.



BRICS
INDIA 2026

“Under India’s BRICS presidency, we will work to define BRICS in a new form. BRICS will mean Building Resilience and Innovation for Cooperation and Sustainability. Just as, during our G-20 chairmanship, we gave priority to the issues of the Global South in the agenda, similarly during our chairmanship of BRICS, we will take this forum forward in the spirit of people-centricity and humanity first,” Mr. Narendra Modi, Prime Minister of India had said while assuming India’s Presidency of BRICS.

In tune with that vision, this event seeks to promote deeper cooperation in the creative economy while fostering innovation, investment, and cultural exchange among participating nations.

Over two days, the Bazaar will feature a comprehensive programme of high-level conferences, keynote addresses, panel discussions, business networking sessions, and curated Business-to-Business (B2B) meetings. Discussions will focus on key themes shaping the future of the creative economy, including international co-production, content financing, digital transformation, intellectual property, women-led entrepreneurship, emerging technologies, public policy, and South-South collaboration.

A major attraction of the event will be the Creators’ Hub, an exhibition space showcasing creative enterprises, startups, technology providers, studios, service companies, and industry organisations. Through exhibition stalls and product showcases, the Creators’ Hub will provide delegates with opportunities to discover innovative solutions, explore new business prospects, and build international partnerships across the creative value chain.

Complementing it will be curated Business-to-Business (B2B) meetings, carefully designed to connect producers, studios, broadcasters, OTT platforms, start-ups, investors, buyers, distributors, government agencies, and creative businesses. These structured meetings will facilitate discussions on co-production, content acquisition, technology partnerships, market access, investment, and other collaborative opportunities, strengthening commercial and institutional ties among participating countries.

The BRICS WAVES Bazaar reflects India’s commitment to positioning the creative economy as a key driver of innovation, entrepreneurship, employment, and economic growth. By bringing together policymakers and industry stakeholders on a common platform, the Bazaar seeks to catalyse long-term partnerships and unlock new opportunities for trade, investment, and cultural collaboration across BRICS member and partner countries.

The event is expected to witness participation from government agencies, film commissions, production companies, broadcasters, streaming platforms, technology companies, cultural organisations, startups, investors, creative entrepreneurs, and international industry leaders, making it one of the largest international creative economy gatherings under the BRICS framework.

Nikita Joshi/ Edgar Coelho/Parshuram Kor

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