

Ministry of Tourism and Netflix Partner to Showcase India's Tourism Experiences Through the Power of Storytelling

Cinema is more than entertainment; it is a bridge to culture, heritage and tourism: Shri Gajendra Singh Shekhawat

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The Ministry of Tourism in collaboration with Ministry of Culture and Netflix, today hosted a special event to commemorate a decade of Netflix in India, celebrating the power of storytelling in connecting global audiences with India's rich cultural heritage, diverse landscapes and tourism experiences.



The event brought together Minister for Culture and Tourism Shri Gajendra Singh Shekhawat and Netflix Co-Chief Executive Officer Mr. Ted Sarandos for a fireside conversation at the National Gallery of Modern Art (NGMA), New Delhi. The discussion explored how authentic storytelling can inspire travel, foster deeper cultural understanding and strengthen India's global soft power by showcasing the country's unique destinations and traditions.

As part of the collaboration, the Ministry of Tourism has integrated "**As Seen on Netflix**" with the Incredible India digital platform, enabling travellers to discover destinations across India that have been featured in popular Netflix titles. The initiative celebrates India's breathtaking landscapes, vibrant

festivals, rich cultural heritage, diverse wildlife and iconic locations, while encouraging audiences to transform their on-screen experiences into real-world journeys.



Addressing the gathering, Shri Gajendra Singh Shekhawat, Minister of Tourism and Culture said, "Cinema is more than entertainment; it is a bridge to culture, heritage and tourism. Every Indian story has the potential to inspire someone, somewhere in the world, to experience India.

Our partnership with Netflix, including the 'As Seen on Netflix' integration on the Incredible India portal, reflects our shared vision of showcasing India's rich cultural diversity and strengthening its global soft power through authentic storytelling.

Together, we look forward to taking India's stories even farther and inspiring the world to visit the incredible destinations behind them."

Speaking on the occasion, Shri Bhuvnesh Kumar, Secretary, Ministry of Tourism, underscored the growing significance of storytelling in shaping destination appeal and influencing travel choices. He emphasized that strategic partnerships between the Government and the creative industry, supported by new-age technologies and digital platforms, are transforming the way destinations are discovered and experienced. He noted that authentic narratives have the power to inspire travellers, promote sustainable tourism and create meaningful economic opportunities for local communities.

The event also showcased a destination film on India's wildlife, developed jointly by the Ministry of Tourism and Netflix, highlighting the country's extraordinary biodiversity and wildlife tourism experiences. A separate film celebrating India's rich cultural heritage was presented as part of the Ministry of Culture's collaboration with Netflix.

The collaboration reflects a shared commitment to leveraging the universal appeal of storytelling to position India as a preferred global tourism destination. By connecting audiences with the places, people and traditions that inspire stories on screen, the partnership seeks to encourage experiential travel while showcasing the country's unparalleled cultural and natural diversity to the world.

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