



BRICS WAVES Bazaar, a premier international marketplace for the creative economy brings together over 500 delegates from BRICS member and partner countries in Mumbai

BRICS WAVES Bazaar is a high-level, curated confluence designed to shape the future of the global creative economy: Adv. Ashish Shelar, Cabinet Minister of Electronics, IT, AI and Culture, Government of Maharashtra

India is ready to share its experience and work with BRICS partners to create stronger institutional and commercial linkages across the creative economy: Secretary, Ministry of Information and Broadcasting, Shri Chanchal Kumar

IFFI Festival Director Shri Ashutosh Gowariker extends invitation to BRICS member and partner countries' stakeholders to participate in IFFI 2026, urges stakeholders to show the power of creative minds coming together

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BRICS WAVES Bazaar, a premier international marketplace for the creative economy bringing together over 500 delegates from BRICS member and partner countries commenced in Mumbai today. The BRICS WAVES Bazaar, to be held over two days, 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. The stakeholders participating in the Bazaar include government representatives, industry bodies, creators, producers, investors, broadcasters, OTT platforms, technology companies, startups, cultural institutions, and creative enterprises.

Delivering the keynote address in the opening ceremony, Cabinet Minister of Electronics, IT, AI and Culture, Government of Maharashtra, Adv. Ashish Shelar, welcomed the global creative family to the vibrant city of Mumbai, which he called

the heart of India's creative eco-system. Shri Shelar said that the boundaries between art and technology are rapidly dissolving. He said that the BRICS WAVES Bazaar is not merely an exhibition, but it is a high-level, curated confluence designed to shape the future of the global creative economy. Shri Shelar further stated that India is steadily reclaiming its rightful position as Vishwaguru and a cultural and intellectual guiding light for the world, under the visionary leadership of Prime Minister Shri Narendra Modi. A critical pillar of this grand vision is the 'Orange Economy' which is a vibrant space where our ancient heritage, unbounded creativity, and modern commerce intersect, he added.



The Secretary, Ministry of Information and Broadcasting Shri Chanchal Kumar said, PM Shri Narendra Modi has consistently emphasised the power of culture and creativity to connect nations and communities, and that India's engagement with BRICS cooperation in cinema has grown from this vision. He stated that the BRICS WAVES Bazaar in Mumbai and the BRICS Film Festival, which is to be held alongside the International Film Festival of India (IFFI) in November 2026, will together provide complementary platforms, one for business, partnerships and market access, and the other for films, filmmakers and audiences.

Shri Chanchal Kumar stated that BRICS countries together possess a vast reservoir of stories, talent, audiences, technology and enterprise, and the opportunity here is to connect these strengths more systematically. He said, WAVES Bazaar seeks to

become such a platform for the global creative economy where projects are discovered, partnerships are initiated, co-productions are discussed and new markets are opened. It brings together BRICS member and partners from 21 countries around a shared objective which is to create stronger pathways for collaboration across film, television, animation, VFX, gaming, music, digital media and emerging content formats, he stated. He also urged that the WAVES Bazaar should develop over time into a recognised platform where creative enterprises from across BRICS can meet, transact, collaborate and grow.

The Secretary, Ministry of I & B, also said that there is also a need to improve the circulation of BRICS content within BRICS markets. “Our audiences should have greater access to one another’s films, series, animation, music and digital content”, he stated. He also said that India is ready to share its experience and work with BRICS partners to create stronger institutional and commercial linkages across the creative economy.

Shri Chanchal Kumar further said that India is seeking to support this wider collaboration of BRICS through platforms such as WAVES and WAVES Bazaar, the Indian Institute of Creative Technologies, India Cine Hub and initiatives for creator skilling, startups and emerging technologies to connect Indian capabilities with international partners and to enable joint projects, technology partnerships, talent development and market access.

The Secretary, Ministry of I & B, Shri Chanchal Kumar also invited all BRICS member and partner countries to participate actively to participate in the next edition of WAVES in Mumbai in 2027.



Renowned film maker and Festival Director, International Film Festival of India (IFFI), Shri Ashutosh Gowariker, extended invitation to all the stakeholders to participate in IFFI 2026, where around 250 films will be showcased across 8 curated sections.

Speaking about the power of cinema and creative economy, he stated that we often discover a country through its cinema, stories and culture, even without or before visiting it, and that emotions are wonderfully universal. He stated that platforms like BRICS WAVES Bazaar lead to scripts becoming films, film-makers find collaborators and so on. He urged the BRICS partners to come together to show the world what happens when creative voices come together.



Joint Secretary (MER-III), Ministry of External Affairs Shri Rajiv Bodwade stated, BRICS WAVES Bazaar 2026, is hosted under India's Chairship theme of "Building for Resilience, Innovation, Cooperation, and Sustainability". He said that the creative economy is a vital economic driver, contributing 3.1 per cent to global GDP and generating over 1.4 trillion dollars in international service exports. By aligning our vibrant digital markets and rich cultural heritage, BRICS is uniquely positioned to harness this momentum, he added.

The Managing Director of NFDC, Shri Prakash Magdum stated 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 over two days. 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.

While delivering the vote of thanks for the opening ceremony, Joint Secretary, Ministry of Information & Broadcasting, Shri Senthil Rajan, stated that 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, BRICS WAVES Bazaar seeks to catalyse long-term partnerships and unlock new opportunities for trade, investment, and cultural collaboration across BRICS member and partner countries.



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