

IIFTC MAKES A STUNNING COMEBACK



IIFTC Award Winner Yohani with Wardha Nadiadwala

After a hiatus of 2 years due to COVID 19 pandemic, India's largest film locations show – IIFTC Conclave put together a spectacular show in Mumbai at the beautiful Taj Santacruz Hotel. Over 140 global and Indian companies from 20+ countries attended this mega event, which promotes international and domestic filming locations to the Indian film producers.

The 9th edition of IIFTC Conclave was dedicated to human spirit and determination that drives the creative industries and our filmmakers, and international delegations who came to India despite of many challenges of the post COVID world.

The 3-day mega film tourism event featured exhibitors from countries and regions as diverse as Azerbaijan, Abu Dhabi, Krakow, Kazakhstan, Montenegro, Norway, Oman, Panama, Poland, Sri Lanka, Sweden, Yas Island to name a few, who came to the land of Bollywood in Mumbai to woo Indian filmmakers.



Polish Delegation at IIFTC 2022

SIDDHARTH ROY KAPUR SHARES HIS FILMMAKING JOURNEY AT IIFTC



In a fireside chat at the India International Film Tourism Conclave 2022 producer Siddharth Roy Kapur gave out his success mantra to a discerning audience consisting of twenty countries who had come to pitch their locations to Indian filmmakers - 'Follow your gut'.

In a discussion with Mikael Svensson, Head – the South Sweden Film Commission and Co-President of the European Film Commission Network, the Founder and MD of Roy Kapur Films said that he has to be in love with the story before he decides to produce it.

Commenting on what goes behind in choosing a shoot location for the film, the 48-year-old filmmaker said “We as filmmakers want to be true to the script and hence prefer to shoot at the actual locations as in the script. However, budget sometimes plays a role and if we get something that may not look like a force fit and still be in our budgets, then we select that location.”

IIFTC KNOWLEDGE SERIES RAISES THE BAR

The 2nd and 3rd day of IIFTC Conclave witnessed some stimulated discussions and knowledge sharing by experts at the 4th edition of IIFTC Knowledge Series

The first session moderated by Celebrated Author, Filmmaker Dr. Bhuvan Lall, was titled 'Formula for Cross-border Collaborations'. The panel featured 3 film commissioners from Norway (Sigmund Elias Holm), Azerbaijan (Ilkin Mahammadli) and Abu Dhabi (Sameer Al Jaber) along with 2 prominent Indian film producers Gaurav Bose of the Vermillion World and Chhitra Subramaniam, Sr VP, Creative & Production, Reliance Entertainment

In the next session titled 'Cinematic Alphabet Begins With P' noted film producer and Founder & MD, Roy Kapur Films, Siddharth Roy Kapur, spoke about his journey from UTV to Disney to Now in a fire side interview conducted by Mikael Svensson, Swedish Film Commissioner and Co-President of EUFCN.

The last day of IIFTC Knowledge

series started with yet another stimulating conversation. In a session titled, 'Surge of South', Aashish Singh, CEO, Lyca Productions who is perhaps the most well know executive producer from Bollywood spoke with the CEO, Producers Guild of India, Nitin Tej Ahuja about the recent mega successes of the South cinema.

Last but definitely not the least, the most fiery discussion of the event was between three dynamic OTT producers, Samar Khan, CEO - Juggernaut Productions, Baljit Singh Chaddha - Consulting Producer (Balaji), Member of Emmys and Tanveer Bookwala, Founder at DING Infinity with equally experienced and fiery moderator Mansi Darbar, who gave audiences behind the scenes peek into the fascinating world of OTT in a session titled, 'Riding the OTT wave'.

Two days of IIFTC Knowledge Series also had presentation from countries such as Poland, Sri Lanka, Clockwork Films (Serbia) along with Indian states of Rajasthan and Madhya Pradesh.



TOP PRODUCTION HOUSES AT IIFTC CONCLAVE 2022

- Abundantia Entertainment
- Anand Pandit Motion Pictures
- Annapurna Studios
- Applause Entertainment
- Arka Mediaworks
- Dharma Productions
- Dharmatic Entertainment
- DING Infinity
- E4 Entertainment
- Ellipsis Entertainment
- IN10 Media
- Inspired Entertainment
- Juggernaut Productions
- Jungle Pictures
- Lall Entertainment
- Lyca Productions
- Mukta Arts
- Nadiadwala Grandson Entertainment
- NFDC
- Passion Studios
- People Media Factory
- Prithvi Nandy Communications
- Raj Kumar Hirani Films
- Reliance Entertainment
- Rising Sun Films
- Rowdy Pictures
- Roy Kapur Films
- Salman Khan Films
- Sivakarthykeyan Films
- Sony Pictures Entertainment
- Sphereorigins Multivision
- Sri Venkateswara Creations
- SRT Entertainments
- Studio Green
- Thameens Films
- The Producers Guild of India
- The Vermillion World
- Tips Industries
- Triangle Film Company
- Viacom 18 Studios
- Zee Studios



ANURAG BASU WINS COVETED IIFTC TOURISM IMPACT AWARD 2022 FOR OUTSTANDING CONTRIBUTION TO WORLD TOURISM

On the opening gala night of Asia's largest film tourism event, IIFTC honored filmmaker, Anurag Basu for his outstanding contribution to World Tourism through his Cinema. The award was presented by Mikael Svensson, Co-President, European Film Commission Network (EUFCN) at a glittering award ceremony in Mumbai.

According to Harshad Bhagwat, Promoter of IIFTC, “Anurag Da's cinema has showcased many wonderful locations and given an impetus to film tourism, be it Murder or Gangster or Kites or Jagga Jasoos. His cinema impacted the tourism of the locations they were shot at making him the obvious choice for the award.”

Another big winner of the evening was Bengali Director, Kamaleswar Mukherjee, who in his career spanning over 13 years has directed 11 films and has shot in some exotic locations around the world from South Africa to Brazil. The star of the evening was the Sri Lankan singing sensation Yohani, whose song 'Manike Mage Hithe' got global recognition and is currently also trending in India.

Some other award winners and prominent personalities to attend the evening were, H. E. Ambassador of Panama in India, Yasiel Burillo, Wardha Khan S Nadiadwala of Nadiadwala Grandsons, and the film producer, Ronnie Lahiri from Rising Sun Films. The evening also saw awards for Cinematic Excellence being presented to Vaazhl, Thaali Pogathay & Annabelle Sethupati (Tamil), Disco Raja (Telugu), Sardar Udham & Baaghi 3 (Hindi) for showcasing global locations



1. Vaazhl (Tamil) - Sivakarhikeyan Productions - Megaraj C & Karthick R with Damian Irzyk CG of Poland
2. Thalli Pogathay (Tamil) - Masala Pix and MKRP Productions - Om Saran with Filming Azerbaijan team
3. Sardar Udham (Hindi) - Rising Sun Films and Kino Works - Ronnie Lahiri with Truls Kontny, Ex-President EUFCN
4. Anurag Basu (Life time) with Mikael Svensson, Co-President EUFCN
5. Disco Raja (Telugu) - SRT Entertainments - Ram Talluri with Anna Lekvall, CG of Sweden
6. Baaghi 3 (Hindi) - Nadiadwala Grandson - Warda Nadiadwala with HE Yasiel Burillo, Ambassador of Panama
7. Kamaleswar Mukherjee (Life time) with Joao de Mendonca Lima Neto, Consul General of Brazil