

Shri Alok Kumar Pandey, IAS
Commissioner of Tourism
Managing Director, TCGL
Government of Gujarat

Cinematic Tourism is a concept conceived from the influential and retention value of the power of cinema in an individual's mind. The idea of cinematic tourism is to create a desire to visit the location displayed on the screen. The Policy aims to promote the destination of Gujarat through Cinema and attract tourists from around the globe. The Incentive Scheme of Cinematic Tourism offers financial assistance in numerous forms and other support for the development of film infrastructure, film making and attract more private investment to strengthen this vibrant industry. It will certainly lead to overall development of the sector and significant contribution to promote the destinations of Gujarat on the world map. I invite all potential investors to participate in this very attractive policy in realizing your dreams and the Cinematic Tourism potential of Gujarat

Gujarat is blessed with every ingredient from hills to seashore, from historical sites like Dholavira to modern day Gift City, from desert in Rann of Kutch to Gir forest all of it connected through excellent road, rail and air network. The state of Gujarat is known for amicable people, unique food, cultural diversity, hospitality, and entrepreneurship across the globe attracting many tourists.

The State Government has identified tourism as a one of the key sectors for socio-economic development and further identifies cinematic tourism as an excellent way for destination marketing and creating opportunities for entrepreneurship

Films and Television/ OTT are amongst the most important sources of entertainment in India. The Media and Ent. industry is expected to reach USD 39 billion by 2024.

To create an economic opportunity for the state's populace and to make Gujarat as a preferred destination for film makers, including the Regional, Bollywood, Hollywood, TV and OTT industry, the State Govt. has announced the Cinematic Tourism Policy for the State of Gujarat.

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3. Extended Time Period:

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- iv. The film should be released in more than 75 screens across India/Abroad or in the country of production house for foreign films

@ 25% of eligible COP or maximum limit (whichever is less)

v. Min. COP shall be Rs. 50 lakh and the running time shall not be less than 30 minutes





Lakshmi Vilas Palace



Somnath Temple



Pavagadh

8.5 General Conditions

1. The Production house/ Producers shall have to complete all documentation within 180 days from the release date
2. Feature Films, TV-Series, Web-Series originally shot on live-action shall ONLY be eligible
3. The Script and Storyline shall not show India, Gujarat, Armed Forces, Judiciary and Spiritual, Religious and Social beliefs in a derogatory manner
4. Any film availing incentive under this policy shall not be eligible for incentive under any other policy of the Gujarat Government
5. Both Outdoor and Indoor Shoot days will be considered for calculation of min. shooting days
6. Applicants shall be solely responsible for complying with all the prevailing guidelines issued by regulatory/ approving authority
7. The incentives will be disbursed only after submission of proof of public screening, telecast on channels or streaming platforms along with list of channels/ screens
8. All the Films, TV-Series, Web-Series, and Documentaries must show Gujarat Tourism Logo and location of the shoot in Prologue
9. The application once submitted shall be considered full and final. However, the Commissioner of Tourism may ask for additional documents for verification

8.6 Indicative List Of Eligible Cost Of Production /Expenses:

- The list below is only an indicative list of the COP which may be considered for film making. The detailed list of eligible COP in Gujarat and claim process shall be issued in operational guidelines.
- All services hired in Gujarat
 - Actors, technical / production unit crew hired in Gujarat
 - Charges for Song/ Music recording

and mixing, Choreography

- Raw stock / Hard disk purchased in Gujarat
- Location hire/ studio paid in Gujarat
- Post-Production charges (Editing, Sound, Re-Recording, VFX/ Animation, Di/ Colour Grading)
- Equipment hired or purchased in Gujarat
- Local Travel & freight charges paid in the State
- Hotel Rent (Non-TCGL properties)
- Sets designing & supervision (including construction, models & special properties)
- Statutory requirements like copy rights, certification
- Expenditure on publicity in Gujarat
- Contingency expenses occurred in Gujarat

Note: A detailed list of eligible COP shall be issued in operational guidelines

Only payments made through bank transaction with proof of payment shall be eligible

Any cash payment or unpaid amount of expenses shall not be considered as eligible expenditure

8.7 Assistance For Mega Film Events:

Financial Assistance @ 20 percent of the eligible expenditure in Gujarat or Max. up to Rs. 25 cr. shall be provided for organizing mega film events to promote Gujarat as a shooting destination.

ELIGIBILITY CRITERIA: Min. Event Expenditure (Goods/Services Purchased or Fee paid) in Gujarat: Rs 10 cr. (T&C Apply)

8.8 Films Infrastructure Projects:

Limited to Film City and Film/Television Studio and Post-production Studio or Film Processing Labs/ Film Training Institutes.

8.8.1 Financial Incentive

For Total Investment of Project (Excluding Cost of Land) up to Rs. 500 cr.: 15% of Eligible Investment

For Investment above Rs. 500 cr.: 20% of Eligible Investment

8.8.2 Reimbursements

100% Reimbursement of Registration fee and stamp duty

8.8.3 Land On Lease

Available for the project with investment of more than Rs. 500 cr.

For min. investment of Rs. 501 cr., Area of Land would be 30 acres

On every subsequent additional investment of Rs. 20 cr., 1 acre of additional land may be provided

Max. up to 100 acres land on lease may be provided

T&C for infrastructure projects apply as per this Policy. These projects shall be treated at par with Tourism Infrastructure projects like theme/ amusement park etc. for marketing and promotion assistance under the Tourism Policy

10. Committees For Approval:

1. State Level Empowered Committee (SLEC) under the Chairmanship of Hon'ble Chief Minister is constituted to approve Projects with investment of more than Rs. 500 cr. and Mega Events
2. All matters of interpretation, dispute or contention will be referred to SLEC, whose decision will be final and binding
3. Committee for Content and Quality: The Committee for the suitability of content and quality shall be constituted by the SLEC
4. State-Level Implementation Committee (SLIC) is constituted, who will act as enabler to resolve the issues faced by investor and facilitate project implementation under this policy

11. Administrative Facilitation

11.1 Single Window System

1. Tourism Corporation of Gujarat Ltd. (TCGL) has created an online Single Window System portal to offer bookings, permissions, and clearances to film makers without any hassle and physical intervention, which will be coordinated through the Film Facilitation Cell of TCGL
2. Film Facilitation Cell will regularly update the database of locations, images, videos, skilled / semi-skilled labor, artists, production resources, important contacts, permits & approvals, etc., and shall make it available on the portal.
3. All concerned Departments of State shall appoint a nodal officer for granting permission in a timely manner and coordinate with FFC

11.2 Establishment Of Film Facilitation Cell

A Film Facilitation Cell (FFC) shall be established under the MD, TCGL to facilitate and provide administrative support to film makers coming to the State for shooting. The primary responsibilities of FFC are defined as below



Khyati Nayak Felicitating National Award Winning Gujarati Director, Manish Saini At IIFTC 2023

11.2.1 Role Of Film Facilitation Cell

A Nodal Officer will be appointed under the MD, TCGL, to head the Film Facilitation Cell (FFC), the officer appointed shall be responsible for the coordination and smooth functioning of the cell

1. Responsible to manage the online Single Window System website
2. Respond to all requests received from the Single Window System
3. Ensure appointment of a Nodal officer from each department and district from the State
4. Liaison with various Departments and Authorities of the State and Government of India for securing timely permissions
5. Obtain permissions for shooting and coordinate with applicants for any queries
6. To provide Liaison Officers to the film makers on payment basis, if requested
7. To create a feedback system and rank Registered Service Providers on the basis of feedback

11.3 Other Initiatives

- Facilitate accommodation and transportation of the cast and crew

- Discount on stay in Tourism Corporation of Gujarat Ltd (TCGL) properties
- Facilitate film production services in Gujarat, with a detailed list of the service providers
- Liaison support for international film shoots in Gujarat
- Facilitation for hiring interpreters & consultants for international film shoots
- Security facilities for the film crew through local police (for a fee)
- Obtain excise permission within the purview of prevailing rules

12. Nodal Agency

The Commissioner of Tourism, Government of Gujarat will act as a the Nodal Agency for the implementation of the Policy.

Comprehensive Operational Guidelines for availing incentive and processing of applications under various provisions of the policy will be updated on TCGL website

Ms. Khyati Nayak

Head Of Business Development, Niche Tourism And Cinematic Tourism
Gujarat Tourism Corporation Limited, Speaking At IIFTC Conclave 2023

I would like to thank the organizers of IIFTC for providing this platform to the state governments to share their policies for benefits of the film makers.

Gujarat has a great tourism potential and variety. Gujarat is a diverse state, from having the longest coastal line to Asiatic Lions, which is the USP of Gujarat.

Gujarati people are very vibrant who celebrate their lives. Gujarat is a colourful state from our festivals to our locations.

Gujarat has developed infrastructure. We created an international iconic destination - the Statue of Unity in a very short span of time. As per the Ministry of Tourism, Gujarat has got the # 1 rank in terms of foreign tourist arrivals for the year 2022 and we are committed to grow each year.

Coming back to the topic, Gujarat has a really unique Cinematic Tourism Policy, which is broadly divided into three parts.

First, we support filmmakers in terms of getting permissions and give a hassle-free experience while shooting in Gujarat. The second part, we are offering 25% on the eligible Cost of Production, and if you are showcasing Gujarat, then we are offering an additional 5%, and the third part is we are also offering a good rebate on film-related infrastructure in Gujarat such as film city, film studios etc.

One of the successes of the Film Policy is that we have signed an MOU with the Times Group for hosting the 69th Filmfare Awards in Gujarat in January 2024.