



# NEWS RELEASE

**For Immediate Release**

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**FILM INDUSTRY EXECUTIVES CONTEND FILM TOURISM  
WILL HELP INDIA'S FILM INDUSTRY BECOME  
ONE OF THE MOST COMPETITIVE ON WORLD STAGE**

*The LA India Film Council launches Report*

*By Ernst & Young At CII Big Picture Summit, 2014*

**DELHI:** The LA India Film Council today, launched a report on the benefits of film tourism and tax incentives entitled *Made in India: Attracting and incentivising film productions* at the Confederation of Indian Industry (CII) Big Picture Summit 2014, proposing that a strong production tax regime will ensure the Indian film industry is one of the most competitive and successful on the world stage.

The report was released during a panel discussion *Making India as an International Filming Destination & Revenue from Global Markets* by an esteemed panel of co-production experts and producers - Ajit Andhare, COO, Viacom 18 Motion Pictures, Rezal A. Rahman, CEO, Iskander Malaysia Studios Sdn Bhd; Frank Rittman, SVP, Deputy Managing Director and Regional Policy Officer, MPA, Asia Pacific, Utkarsh Sanghvi, Director – Tax, E&Y and Dr. Claudia Gladziejewski, Executive Producer, Bayerischer Rundfunk, Germany.

The report highlights the role that film commissions across the globe play in attracting foreign productions into a country, laying down ground rules for permissions and clearances, detailing institutional structure, both at a national and state level and creating a sustainable ecosystem that benefits both international productions and the local economy through effective film incentive programs. They are setup as a multi-sectoral working group with an aim to generate economic impact (direct, indirect, induced) for the region/ country in addition to helping promote tourism in the country/ region. Increased collaboration between India and other countries will aid in optimizing resources and the country realizing its true potential to boost inbound tourism while attracting big budget productions.

Vijay Singh, Chief Executive Officer, Fox Star Studios, India, says, “Film tourism is considered as a powerful tool to promote tourism destinations and locations in a country. India needs to adopt a globally recognized standard to introduce production benefits to boost film production across various locations. Production incentives, timely permits, availability of local talent, production resources and infrastructure are key ingredients to attract foreign and local productions to shoot in a country. This will ensure retention of local productions within the country and help position India as an International filming destination globally.”

Sony Pictures Entertainment spent USD 150 million on the production of The Amazing Spider-Man 2 in New York. This resulted in USD 44 million in wages to New York residents and \$4.5 million in taxes to the state as well as \$1.9 million for catering, \$4 million for site fees and \$5.7 million for hotels. Similarly, the production of Paramount Pictures and Nickelodeon Movies Teenage Mutant Ninja Turtles which was shot over 70 days in New York State spent more than USD 55 million in local economies, including USD 30 million in salaries in NY labor and USD 3.2 million in taxes paid to the state.<sup>1</sup>

“The time is right for industry stakeholders to encourage the Government to implement the single window clearance system across the country, promote co-productions and roll out a robust film incentive system across different states in India through Film Commissions. This will boost India as a filming destination attracting more foreign and local filmmakers in addition to promoting film tourism, generate employment, tax revenues and improve skill levels.” - Utkarsh Sanghvi, Director, EY

India’s film and television industry is one of the largest and fastest growing sectors in the country today and there has been a renewed surge of investments into the country by global companies. The Indian motion picture and television industry contributed c. USD 8.1 billion (c. INR 50,000 Cr.) to the country’s economy, equating to 0.5% of GDP, in 2013<sup>2</sup>.

The success of movies such as Slumdog Millionaire, has resulted in an increasing number of Hollywood Studios coming to India to shoot films. Some of the recent Hollywood movies shot in India include Eat, Pray, Love, Best Exotic Marigold Hotel, Life of Pi and The Dark Knight Rises. However, India with its inherent advantages such as scenic locations, incredible cultural diversity, trained film crews and low production costs has still to adopt a film incentive regime.

Kulmeet Makkar, CEO, Film and Television Producers Guild of India said “ Shooting in India has always been erratic in the absence of a transparent policy and structure across the country. The experience therefore differs from location to location. There are few states

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<sup>1</sup> Motion Picture Association of America

<sup>2</sup> The MPA Economic Contribution of the Indian Motion Picture and Television Industry, Deloitte March 2014

which provide a very good support which is mostly to do with relationships and individual choices and preferences rather than a structured policy.”

Frank Rittman, SVP, Deputy Managing Director and Regional Policy Officer, MPA, Asia Pacific, said, “We applaud various initiatives taken by the Government to attract international productions to India and look forward to the roll-out of a film incentive regime. International collaborations facilitate and strengthen motion picture production, distribution, technology and commercial cooperation between film communities. In addition to helping local industry up their production standards and expertise across the production value chain, it creates opportunities for additional employment and tax revenues, promotes local culture and stimulates the local economy.”

A copy of the LA India Film Council and Ernst & Young full report *Made in India: Attracting and incentivising film productions* is available to view and download at:

[http://www.laindiafilmcouncil.org/reports/made\\_in\\_india\\_final.pdf](http://www.laindiafilmcouncil.org/reports/made_in_india_final.pdf)

Setup in 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Council continues to provide new platforms to foster knowledge exchange and partnerships between stakeholders in the U.S and the Indian media and entertainment industries. The Council has previously released two pertinent reports on the subject: ‘The Roadmap for Single Window Clearance for Film Production in India – A Prelude’ and ‘Film Industry in India – New Horizons’ by Ernst & Young. The reports can be downloaded here:

[http://www.laindiafilmcouncil.org/reports/eny\\_report4.pdf](http://www.laindiafilmcouncil.org/reports/eny_report4.pdf)

[http://www.laindiafilmcouncil.org/reports/film\\_industry\\_in\\_india\\_new\\_horizons.pdf](http://www.laindiafilmcouncil.org/reports/film_industry_in_india_new_horizons.pdf)

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**About The LA India Film Council:** Established in November of 2010 by a Joint Declaration between the City of Los Angeles and the Indian Film Industry, the Los Angeles India Film Council was formed to facilitate and strengthen motion picture production, distribution, technology, content protection, and commercial cooperation between the two communities. The current Governing Council members are: Film Federation Of India, Film and Television Producers Guild of India, National Film Development Corporation, Federation of Indian Chambers of Commerce and Industry, AP Film Chambers, California Film Commission, LA Mayor's Office, MovieLabs, Technicolor India, DQ Entertainment, Reliance MediaWorks, Prime Focus, Peter Law Group, Whistling Woods International, Film and Television Institute of India, University of Southern California- School of Cinematic Arts, UCLA School of Theater, Film and Television and Motion Picture Dist. Association (India) Pvt. Ltd. For more information, please visit: [www.laindiafilmcouncil.org](http://www.laindiafilmcouncil.org).

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**About The MPDA:** The Motion Picture Dist. Association (India) Pvt. Ltd. (MPDA) is a wholly owned local office of the Motion Picture Association, and represents the interests of the American motion picture industry in India. MPDA works closely with local industry, government, law enforcement authorities and educational institutions to promote and protect the Indian film and television industry. For more information, please visit: [www.mpaa-india.org](http://www.mpaa-india.org).

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**About The MPA: PROMOTING & PROTECTING SCREEN COMMUNITIES IN ASIA PACIFIC**  
The Motion Picture Association (MPA) and the Motion Picture Association International (MPA-I) represent the interests of the six international producers and distributors of filmed entertainment. To do so, they promote and protect the intellectual property rights of these companies and conduct public awareness programs to highlight to movie fans around the world the importance of content protection. These activities have helped to transform entire markets benefiting film and television industries in each country including foreign and local filmmakers alike. The organizations act on behalf of the members of the Motion Picture Association of America, Inc. (MPAA) which include; Paramount Pictures Corporation; Sony Pictures Entertainment Inc.; Twentieth Century Fox Film Corporation; Universal City Studios LLC; Walt Disney Studios Motion Pictures; and Warner Bros. Entertainment Inc. The MPA and the MPA-I have worldwide operations which are directed from their head offices in Los Angeles and Washington, D.C. and overseen in the Asia Pacific by a team based in Singapore.

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