



NEWS RELEASE

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LA INDIA FILM COUNCIL CALLS FOR SINGLE WINDOW CLEARANCE TO BOOST FILM TOURISM

“Launches Report By Ernst & Young At FICCI ‘Shoot At Site’

MUMBAI: On 15 March, the LA India Film Council launched a report ‘Roadmap For Single Window Clearance For Film Production In India: A Prelude’ at the inaugural event of ‘Shoot At Site’, a one day interactive conclave and B2B platform on film tourism at the Renaissance Mumbai Convention Centre Hotel, Powai. Organised by the Entertainment and Tourism divisions of the Federation of Indian Chambers of Commerce and Industry (FICCI), the event aims to bring together and promote commerce between these two vibrant sectors.

The report by Ernst & Young was unveiled by Hasanul Haq Inu, Minister Of Information, Government of the People’s Republic of Bangladesh in the presence of Krishnendu Narayan Chowdhury, Minister of Tourism, Government of West Bengal, Frank Rittman, Deputy Managing Director, Senior Vice President, Motion Picture Association, Asia Pacific, Dr. Arbind Prasad, Director General, FICCI, Goutam Ghose, renowned film director, Jyotsna Suri, CMD, Hotel Lalit, and senior local industry representatives.

Countries including Australia, New Zealand, The Maldives, Sri Lanka, Fiji and The Czech Republic offer a one-stop shop for film crews to obtain all permissions to shoot anywhere in the country. However, in India, depending upon the script of the film, the area and location of shooting, a filmmaker has to go through a time consuming process of obtaining permissions from a multitude of Government run departments at city and state levels before shooting their film. This deters film producers from choosing to film in multiple locations, leads to unnecessary delays in the film production schedule, and increases production costs. A single window clearance model would provide a perfect solution.

“India is ranked as one of the largest producers of films in the world,” said Uday Singh, Managing Director – Motion Picture Dist. Association (India) and Chairman LA India Film Council. “Single window clearances for filming will be a big boost for the local industry, while

paving the way to attract international productions. It will also help develop India as a major center for film tourism, promoting local culture and stimulating the economy.”

Uday Pimprikar, Partner, Tax and Regulatory - Ernst & Young, said, “India offers inherent advantages with scenic locations, incredible cultural diversity, trained film crews and low production costs. To best optimize that potential, the Government needs to consider a three step approach to promote film production in the country: Simplify, Incentivise and Promote.”

The report suggests that the process of establishing a single window clearance could be initiated through small steps, where agencies set up across all states in India could facilitate getting the necessary approvals for filmmakers. While these agencies would not have regulatory powers, they can assist in scouting locations, providing logistical support and liaising between the filmmaker and the various bodies granting approvals.

Backed by substantial research, the report envisions a roadmap for the future of the film industry. It recommends that the Government of India consider the need to introduce fiscal incentives to encourage international productions to shoot films in India which will in turn boost the tourism industry, generate employment and tax revenues, and improve skill levels. Assessing the current taxation system, the report also recommended restructuring current Indian tax policies and incentive schemes for the benefit of local film communities.

The report ‘Roadmap For Single Window Clearance For Film Production In India: A Prelude’ can be downloaded here: http://www.laindiafilmcouncil.org/reports/eny_report4.pdf

In 2012, the Council released a report “Film Industry in India – New Horizons” by Ernst & Young to emphasize the emerging potential of film entertainment, visual effects (VFX), travel and tourism and film education in India with a strong presence of Hollywood.

The report can be downloaded here:

http://www.laindiafilmcouncil.org/reports/film_industry_in_india_new_horizons.pdf

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About 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.

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About 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.mpa-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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