



'International markets opening for Indian content' 19 May 2019: India Pavilion, Cannes Film Festival (Day 5)

Day 5 started with an afternoon session on 'International markets opening for Indian content'. The session moderated by actor, producer Arfi Lamba had panelists like Filmmakers Mr. Ketan Mehta and Anupam Sharma, Mr. Arun Kumar, Producer, Soma Films Ltd., Mr. Kiril Gjozev, KT Film & Media LLC, Mr. Richway, Aurora Media Holdings and Ms. Elena de Varda from Filmflux, a production Company in Milan.

Mr. Kiril Gjozev started the conversation saying he visited the content market at FICCI FRAMES last year and was amazed to see the quality of films coming from India.

Ms. Elena De Varda reiterated that she too was amazed to see the films at the content bazaar at FICCI FRAMES and Italy would love to collaborate with Indian filmmakers.

Mr. Ketan Mehta spoke about how Indian content is reaching global audiences through digital platforms but he also said that the fact that we are the 20 percent of the world's population but we contribute only 2 percent to the world's entertainment economy, is not that great as of now though, he said that things are going to change significantly.

"We are at the beginning of a revolution", Mr. Mehta said.

"The beauty in India is that we make both kind of cinema. You have these big commercial films and you also have a content like Mirch Masala that connects with the whole world." added Mr. Anupam Sharma

"The participation of Indian films at international film festivals have helped a great deal. People now look forward to films from India". Said Mr. Arun Kumar.

The session followed by the trailer unveiling of film *One Day* starring Anupam Kher, Kumud Mishra and Esha Gupta.