

DESTINATION UTTAR PRADESH

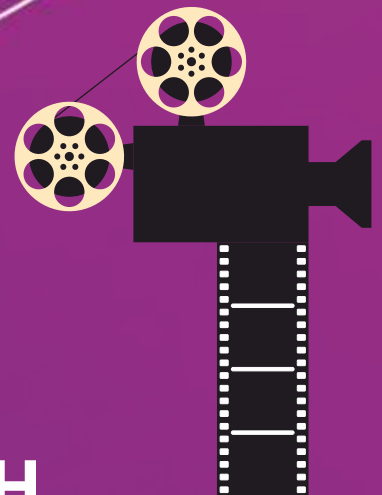
Invest in BIDA

UTTAR PRADESH FILM POLICY

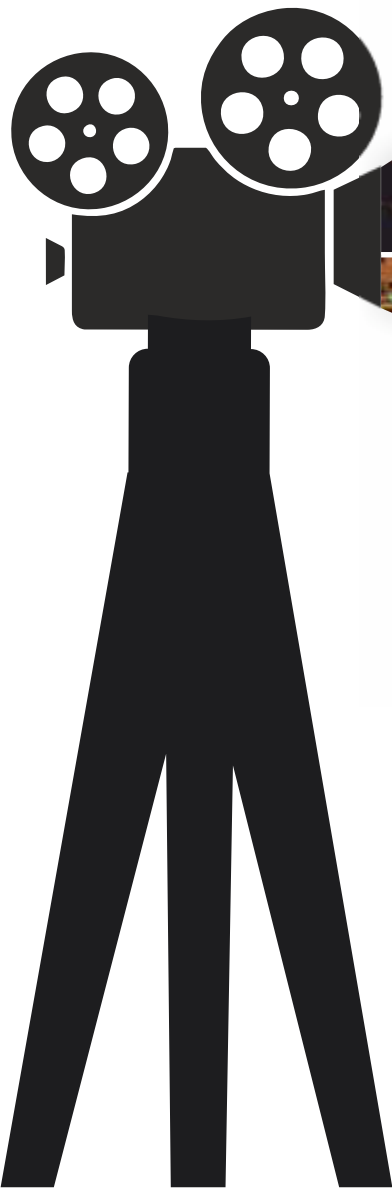


**UP GLOBAL
INVESTORS SUMMIT**
New India's Growth Engine

10-12 FEBRUARY, 2023 | LUCKNOW



**UTTAR PRADESH
FILM & MEDIA SECTOR**





INDIA SCENARIO

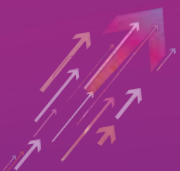
- With around 1,500 to 2,000 films produced every year in more than 20 languages, the Indian Film Industry is the largest in the world in terms of the number of films produced.
- In 2021, India's filmed entertainment segment grew 28% with approximately 757 films released (as compared to 441 releases in 2020), and over 100 films released directly on streaming platforms. Approximately 2,000 hours of filmed content were produced in 2021.
- The Indian Media & Entertainment sector is expected to grow at a CAGR of 13% and reach INR2.32 trillion by 2024. Films, television and digital (together adding 65% of the growth) will be the key contributors to this growth.
- Indian M&E sector recovered 16.4% to reach INR1.61 trillion in 2021 which further exceeded pre-pandemic levels in 2022. In 2024, cinema is expected to account for 9% of the Indian media market.
- India has a large broadcasting and distribution sector, comprising approximately 7,800 satellite TV channels, 6,000 multi-system operators, around 60,000 local cable operators, 7 DTH operators and a few IPTV service providers.
- The country has over 950 animation and VFX studios, 185k electronic artists and 139 universities – and is fast becoming the content back office of the world.
- In the Union budget of 2022-23 the budget for the Films and Television Institute of India (FTII) is Rs. 55.39 crores (the US \$ 7.18 million)
- By 2025, the Indian film industry is expected to employ 3.30 lakh people.

Revenue projection for the Indian Film industry (in crores)

Fy 2023	Fy 2024	Fy 2025
20,200	22,000	24,000

Employment projection in the Indian Film industry

Fy 2023	Fy 2024	Fy 2025
278,005 people	303,026 people	330,298 people





UTTAR PRADESH SCENARIO

- As of 2021, approximately 60 Indian films have been shot in Varanasi alone. Uttar Pradesh was adjudged India's most favorable state for film shooting at the 52nd International Film Festival of India-2021 in Goa.
- There has been an important role of Uttar Pradesh in the history of Indian cinema. It has given several renowned film producers, directors, artists, lyricists, musicians and story/scriptwriters to the film industry.
- **Shaan-e-awadh** - An annual International Film Festival based on the cultural, tourism, historical heritage and composite culture of Uttar Pradesh is being organized since 2011. This festival consists of screening films in different languages at multiple locations in the city.
- **Film Bandhu** - Nodal agency to promote film related activities.
- **Film Development Fund** - For sanctioning subsidies to films produced in the State, scholarships to students, arrangement of film equipment, setting up of film training institutes, organization of film festivals, financial assistance on film, etc.
- **Film Development Council** - To ensure the long-term development of the film sector in UP and monitor the implementation of the State Film Policy and State Film Division to provide easy and timely certification of films, especially regional films have been created.

List of Recent films shot in UP



The Vaccine War
2023



Gadar 2
2022



Bhool Bhulaiya 2
2022



Vikram Vedha
2022



The Last Signature
2022



Khuda Hafiz - Chapter 2
2022



Kaagaz -2
2022



Kaagaz
2021



Satyamev Jayate
2021



Shubh Mangal Zyada Saavdhan
2020



Gulabo Sitabo
2020



Family Of Thakurganj
2019



Prasthanam 2019



Sonu Ke Titu Ki Sweety
2018



Raid 2018





List of Film Stars from UP



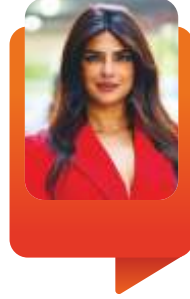
Amitabh Bachchan



Boney Kapoor



Saurabh Shukla



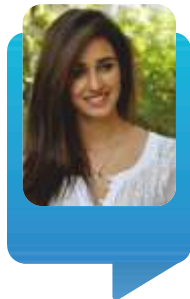
Priyanka Chopra



Ravi Kishan



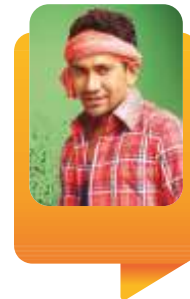
Jimmy Shergill



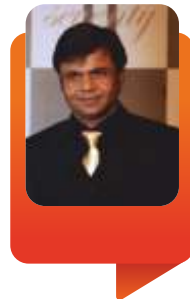
Disha Patani



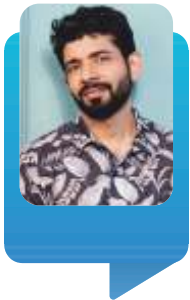
Anushka Sharma



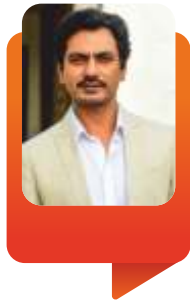
Dinesh Lal Yadav (Nirahua)



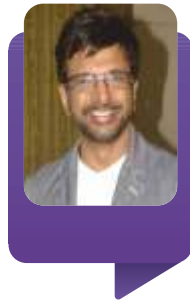
Rajpal Yadav



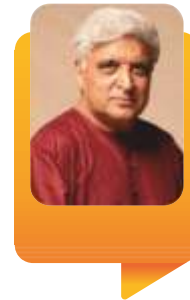
Vineet Kumar Singh



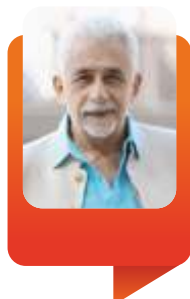
Nawazuddin Siddiqui



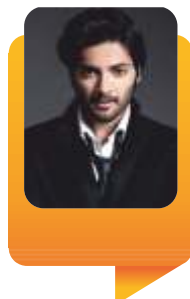
Javed Jaffrey



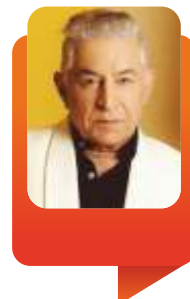
Jawed Akhtar



Naseeruddin Shah



Ali Fazal



Dalip Tahil



Key enablers in UP

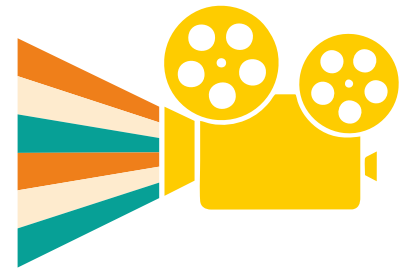
Famous shooting locations:

Heritage Sites

Agra



Taj Mahal



Fatehpur



Agra Fort



Jahangir Mahal

Sikri



Panch Mahal

Lucknow



Imambara

Rumi Darwaza

Kaiserbagh
Heritage Site

Key enablers in UP

Famous shooting locations:

Varanasi



Sarnath

Prayagraj



Sangam

Jhansi



Jhansi Fort

Pilgrimage & Holy Sites

Varanasi



Kashi Vishwanath, Ghats

Prayagraj



Sangam Kumbh Mela every 6 years
Maha-Kumbh every 12 years

Nature and Scenery



Lucknow :
Janeshwar Mishra Park



Mirzapur
Belan River Valley



Sonbhadra
Mukha Waterfall

Street and Townscapes

Lucknow : Old Markets

• **Varanasi :** Old Streets

• **Lucknow & Varanasi :** Exquisite and varied local cuisine, culture and finesse of ancient cities



Available Infrastructure

(1) Film City Noida

- This has become an important center for shooting TV serial films being produced in Northern India. The campus is situated in the heart of the sprawling 100 Acre landscape in Noida. It is a lush green campus near various aesthetic locations including lakes, ponds, hills, the banks of the Yamuna River, Massoori village on the Ghaziabad Hapur stretch, bewitching gardens available at the Marwah Studios. It houses major media houses like BAG films, India TV, INOX, The India Today Group, Eagle Films, Network 18, Z Network, T Series, The Times of India and others. About 150,000 people earn their living thanks to the film city.

(2) Upcoming Film City

- A 1,000 acre film city is being constructed near the Jewar airport at the Yamuna Expressway Industrial Development Authority, Uttar Pradesh with an investment of 10,000 crores.
 - a. The project will be completed in three phases with the first phase to be developed on 230 acres and completed by 2024.
 - b. The entire project is targeted to be completed by 2028-29. The objective is to provide an integrated media infrastructure for the movie business value chain.
 - c. The site will include 740 acres for filming, 40 acres for film institutions, 120 acres for the park and retail, and the remaining 100 acres for commercial use.

(3) Use of Government Airstrips

- The Government has allowed the film units engaged in outdoor film shooting in the State to use airstrips located in various parts of the State like Agra, Lucknow, Varanasi on payment as per prescribed rent.
- Nodal officers have been nominated in every district for providing requisite facilities for film shooting. The list of district-level officers with their contact details is available on the Film Bandhu website.
- Online facility for applying for film subsidy under the Film Policy and single window clearances for film shooting in the State.





Policy Support

Highlights of New Film Policy 2022

- New film policy/amended film policy 2023 is under consideration and in process for approval. Various stakeholder consultations were done by officials of Film Bandhu, UP in which suggestions and recommendations from leading producers, directors, actors as well as senior officials from various Govt. departments were given.
- Suggestions were given to include web series, web films released on O.T.T. platforms as eligible for subsidy as per policy and rules. Incentives for setting up studios, labs, film training institutes and setting up of single screen cinema halls are also being considered in the new policy.
- Government officials from various departments agreed to review and revise the high shooting fees of locations across the state and consider appropriate concession to encourage film production in the state.



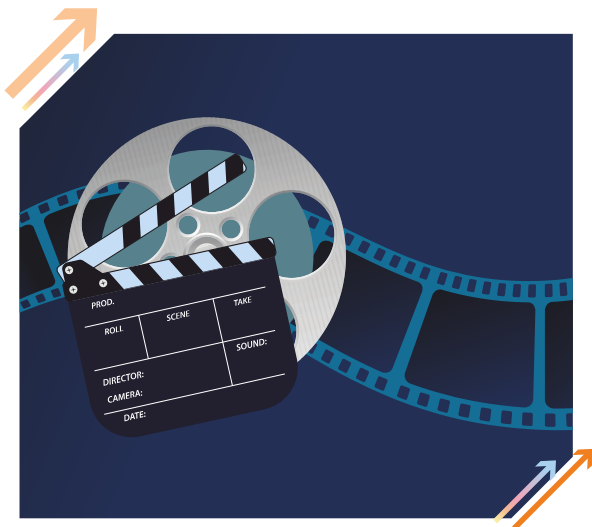
Investment Opportunities in Uttar Pradesh

- 1) **Production Houses** - With the growing film and entertainment sector in UP, investment in production houses with Animation studios, Recording studios, Photography studios etc is an emerging opportunity
- 2) **International Film Studios** - Collaboration of international studios with local film production houses to develop in-house Hindi & Bhojpuri movies in the State is a promising investment opportunity
- 3) **3D Cinema**- With emerging techniques and 3D Cinema gaining trend across the globe, UP is an ideal destination to establish 3D animation centers and production houses.
- 4) **Printing & Publishing Houses** - With the advent of the film and entertainment sector in the State, printing & publishing houses are also gaining momentum. Gautam Buddha Nagar, Lucknow, and Agra are prominent destinations for such investments.





- 5) **Regional & Niche Cinema** - Uttar Pradesh is also a promising destination for small-budget movies, emphasizing content-driven cinema. The market for regional cinema portraying local culture and languages is gaining wide popularity in India and the State.
- 6) **Multiplex** - Multiplexes are expected to gain significant market share going forward with expanding presence in Tier 2 and Tier 3 regions. With a wide consumer base of over 200 million, Uttar Pradesh is one of the most promising destinations for expansion multiplexes in India.
- 7) **VFX & Animation** - India has emerged as a preferred destination for outsourcing VFX and 3D conversion work. With a vibrant IT & ITeS and Startup ecosystem in the State, VFX & 3D animation is another promising area of investment.
- 8) **Skill Development** - Several eminent artists like Amitabh Bachchan, Priyanka Chopra, Nawazuddin Siddiqui hails from UP. The citizens of the State are exposed to top cultural ethos. This provides a huge opportunity for film training institutes and skill development in the sector.
- 9) **Film Training Institute** - The State Government has proposed to develop Film training institutes at Varanasi and Gautambuddh Nagar. This will offer various educational programs including graduation, post-graduation, Ph.D. programs and others.
- 10) **Film City** - The upcoming film city along Yamuna Expressway is a huge investment opportunity for business community in the sector. Besides, the State Government is planning to develop more film city projects within UP to promote and provide the proper facilities required for making films.
- 11) **Film Festival** - Various periodical festivals and film events will be conducted within the State to support and strengthen the filmmaking industry.





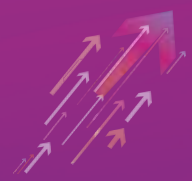
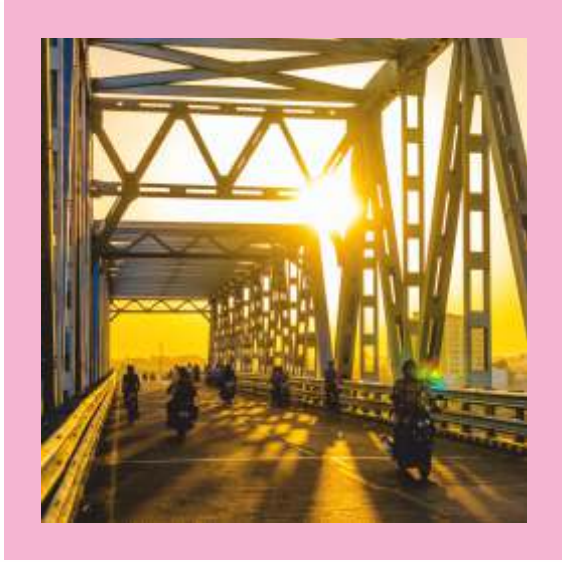
Details of Investible Projects

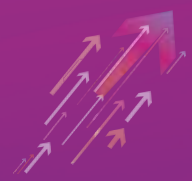
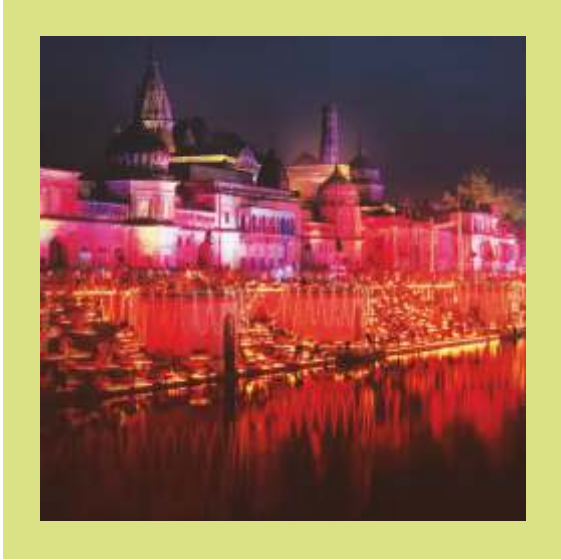
Total proposed investment incentives received (in Rs.): 672 crores

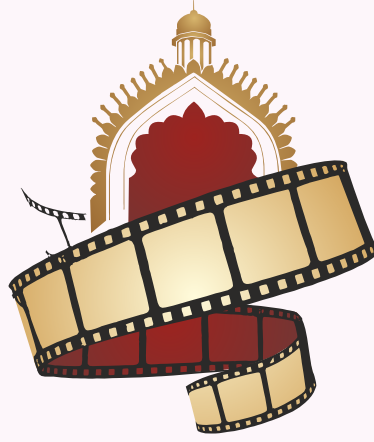
Total proposed employment generation: 1015

Sl.	Name of Project	Location	Type of Project (PPP/ non-PPP)	Brief Status	Expected Investment (Rs Cr)	Employment potential
1.	Subhash Educational Society	Lucknow	non-PPP	Work in final stage	8	50
2.	Lucknow Film Tourism Pvt Ltd	Barabanki	non-PPP	Work in progress	96.29	150
3.	Mumbai Arts Hub	Saharanpur	non-PPP	Investor yet to identify land	50	300
4.	Film Tourism & Studio	Lucknow	non-PPP	Work in progress	100	150
5.	Prakash Deep Sewa Sansthan	Raebareli	non-PPP	Work in progress	1	20
6.	Vishal Multiplex	Azamgarh	non-PPP	Work in final stage	5	20
7.	Madho Cineplex	Amroha	non-PPP	Work in final stage	1.25	25
8.	Reshu Advertising Pvt Ltd	Muzaffarnagar	non-PPP	Work in progress	400	100
9.	RKG Multiplex Cinema	Maharajanj	non-PPP	Work in final stage	10	200









FILM BANDHU UTTAR PRADESH



Address :

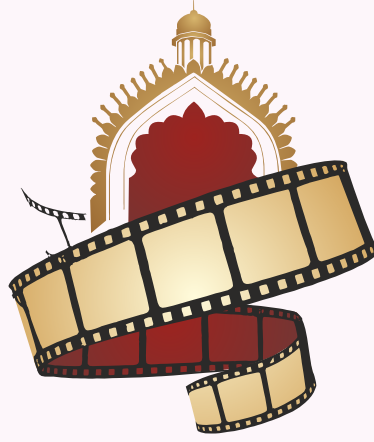
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Although utmost care has been taken to ensure the accuracy of translation, yet in case of any differences in interpretation of provisions provide herein, the 'Original' gazetted Hindi version will prevail.