

Sector briefing

Creative & Media: opportunities in India

Why India?

- Contemporary creative industries in India are intricately connected to the entertainment and media sectors.
- A growing middle-class with increasing disposable incomes, facilitated by the growth in retail infrastructure for entertainment products and services, and the demands for creativity in business are all opening up vast opportunities for businesses in this sector.
- These industries have been (consistently) growth sectors within the Indian economy for several years now.
- Very receptive to overseas expertise and technologies that add value to their content and increase production and distribution efficiencies.
- Largely open and liberalised for FDI. 100% FDI possible in most areas except print media (news and current affairs restriction of 26%) and DTH broadcasting and FM broadcasting (cap at 20%).
- In addition to the UK, the USA, Japan, Canada, Australia, France, Germany, Singapore, Australia, South Africa and New Zealand are all actively exploring business and investment opportunities in India and with Indian companies.
- The Indian creative and media industry size is estimated well above £8 billion (2008 figures) and is estimated to be growing at 12.5%.
- Television, Print media, Filmed entertainment, Radio, Animation & Gaming, Outdoor advertising and Music are some of the key entertainment sectors. Design and



Publishing are the other substantial creative industry segments.

For general information about on market conditions in India, see the [UKTI website](#).

Opportunities

A number of opportunities exist for overseas companies to do business with Indian creative and media sector. These include:

- Marketing of film locations, location services
- Sale of high-technology cinematographic equipment
- Co-production
- Post-production technologies and services
- Marketing and distribution services
- Dubbing and sale of distribution rights of action-oriented foreign language films.
- Bollywood events and festivals
- DTH & FM broadcasting - studio technology and services
- Licensed formats for TV channels
- Licensing and distribution of international music
- Asset promotion (music managers)
- Music content for games developers
- Co-productions, and outsourced work for animation projects
- Brand design Consulting, Product Design, Graphic design services
- Investment opportunities for agencies and technology firms in the advertising space
- e-learning and e-publishing
- Distribution and licensed publishing of books and periodicals, lifestyle magazine

To find out more about how you can grow your creative and media business in India, please contact the UKTI specialist in India - Giri at TR.Giridhar@fco.gov.uk.

Major events and activities

Key events in the market include:

FICCI Frames, March 2011

Broadcast India, October 2010

**Nasscom Animation & Gaming
Conference, November 2010**

CII Design Summit, December 2010

For details on more events, [use the events search on](#) the UKTI website or [register to receive regular updates](#). New export events are added daily.

UKTI's [Tradeshow Access Programme \(TAP\)](#) provides grant support for eligible Small & Medium Sized Enterprises (SMEs) to attend trade shows overseas.

UKTI contacts

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Next steps - How UKTI can help

British companies wishing to develop their business in the Indian market are advised to undertake as much market research and planning as possible in the UK.

UKTI's team in India, with its wide local knowledge and experience, can provide a range of services to British-based companies wishing to grow their business in global markets.

This can include:

- Provision of market information
- Validated lists of agents/distributors
- Key market players or potential customers in the Indian market
- Establishment of interest of such contacts in working with you
- Arranging appointments
- Organise seminars or other events for you to meet contacts and promote your company in the Indian market

This work is available via our [Overseas Market Introduction Service \(OMIS\)](#) a chargeable service which assists British-based companies wishing to enter or expand their business in overseas markets.

To find out more about commissioning this work, or accessing other UKTI services and specialist advice, please visit the UKTI website to find [contact details for your local UKTI office.](#)

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