



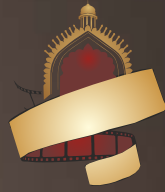
UP

POWERING **NEW INDIA**

FILM

Entertaining India & the world. -

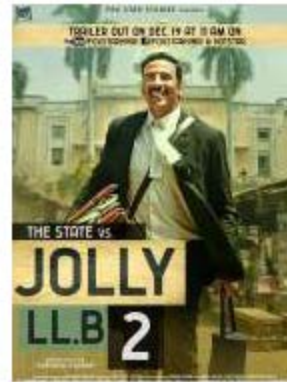




FILM BANDHU
UTTAR PRADESH

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UTTAR PRADESH

Fast emerging as a major hub for
FILM MAKING

**Attractive Package
of subsidy and
other facilities
now makes
film making
hassle free
in Uttar Pradesh**

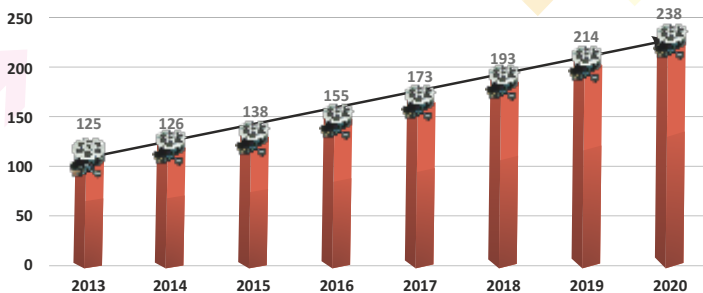


INDIA SCENARIO

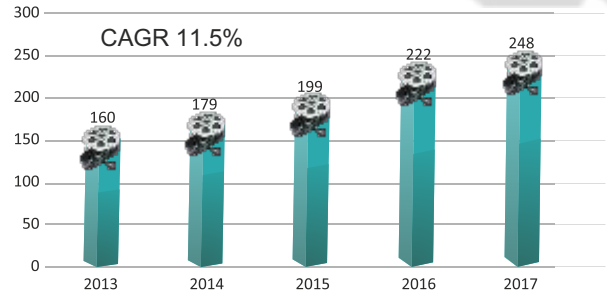
- With around 1,500 to 2,000 films produced every year in more than 20 languages, the Indian Film Industry is the largest in the world in terms of number of films produced.
- The total gross annual revenue of the Indian Film Industry totalled to INR 1,73,000Cr in 2017.
- The industry is expected to grow at 11.5% year-on-year reaching total gross realization of INR 23,800 Cr by 2020.
- In 2015, the industry had the second highest footfall in the world with 210 Cr movie viewers in cinemas in 2015.
- 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 few IPTV service providers.



Revenue of Film Industry in India (INR Cr)



Employment in Indian Film Industry (in Thousands)



Source: Skill Gap Report, Media and Entertainment Skills Council

SOME OF THE RECENT FILMS SHOT IN UTTAR PRADESH



Toilet-Ek Prem Katha

Raid



Jolly LLB2

Mulk



Mom

Cheat India



Bareilly ki Barfi

Mohabbat



UTTAR PRADESH SCENARIO

- The total screen distribution in India is largely skewed to Uttar Pradesh, NCR and Mumbai which accounts for 60% of the box office collection of films at national level.
- The President of India had awarded the 'Special Mention Certificate' to the State in the year-2015 for the '**Most Film Friendly State Award**' at the 63rd National Film Festival and Most Film Friendly State Award at the 64th National Film Festival in the year 2016.
- 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/script writers to the film industry.
- **Shaan-e-awadh** - An annual International Film Festival based on cultural, tourism, historical heritage and composite culture of Uttar Pradesh is being organised since 2011. This festival consists of screening of 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, scholarship to students, arrangement of film equipment, setting up of film training institutes, organisation of film festivals, financial assistance on film, etc.
- **Film Development Council** - To ensure long term development of the film sector in UP and monitor implementation of the State Film Policy and State Film Division to provide easy and timely certification of films, especially regional films have been created.



Amitabh Bachchan



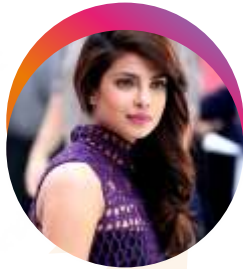
Anubhav Sinha



Vishal Bhardwaj



Anurag Kashyap



Priyanka Chopra



Disha Patani



Amrapali Dubey



Uttar Pradesh : Home of Biggest Cinestars



Boney Kapoor



Ravi Kishan



Jimmy Shergil



Dinesh Lal Yadav



Lara Dutta



Rajpal Yadav



Raju Shrivastav

Main Shooting



Heritage Sites

Agra : Taj Mahal

Fatehpur : Agra Fort, Jahangir Mahal

Sikri : Panch Mahal

Lucknow : Imambara, Rumi Darwaza, Kaiserbagh Heritage Site

Varanasi : Sarnath



Pilgrimage & Holy Sites



Varanasi : Kashi Vishwanath, Ghats
Kumbh Mela every 6 years, Maha-Kumbh every 12 years

Allahabad : Sangam

Sites in the State



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





Facilitating Infrastructure & Enablers in the State

Film City Noida

- This has become an important centre for shooting of 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 in close proximity to 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.

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 has been nominated in every district for providing requisite facilities for film shooting. The list of district level officer with their contact details is available on Film Bandhu website.
- Online facility for applying for film subsidy under the Film Policy and single window clearances for film shooting in the State.



Uttar Pradesh Film Policy

- The State Government has promulgated the Film Policy with an intention to promote film production in the State and provide financial assistance to film producers. The Film Policy has received more than 258 proposals for film subsidy.

Fiscal Incentives

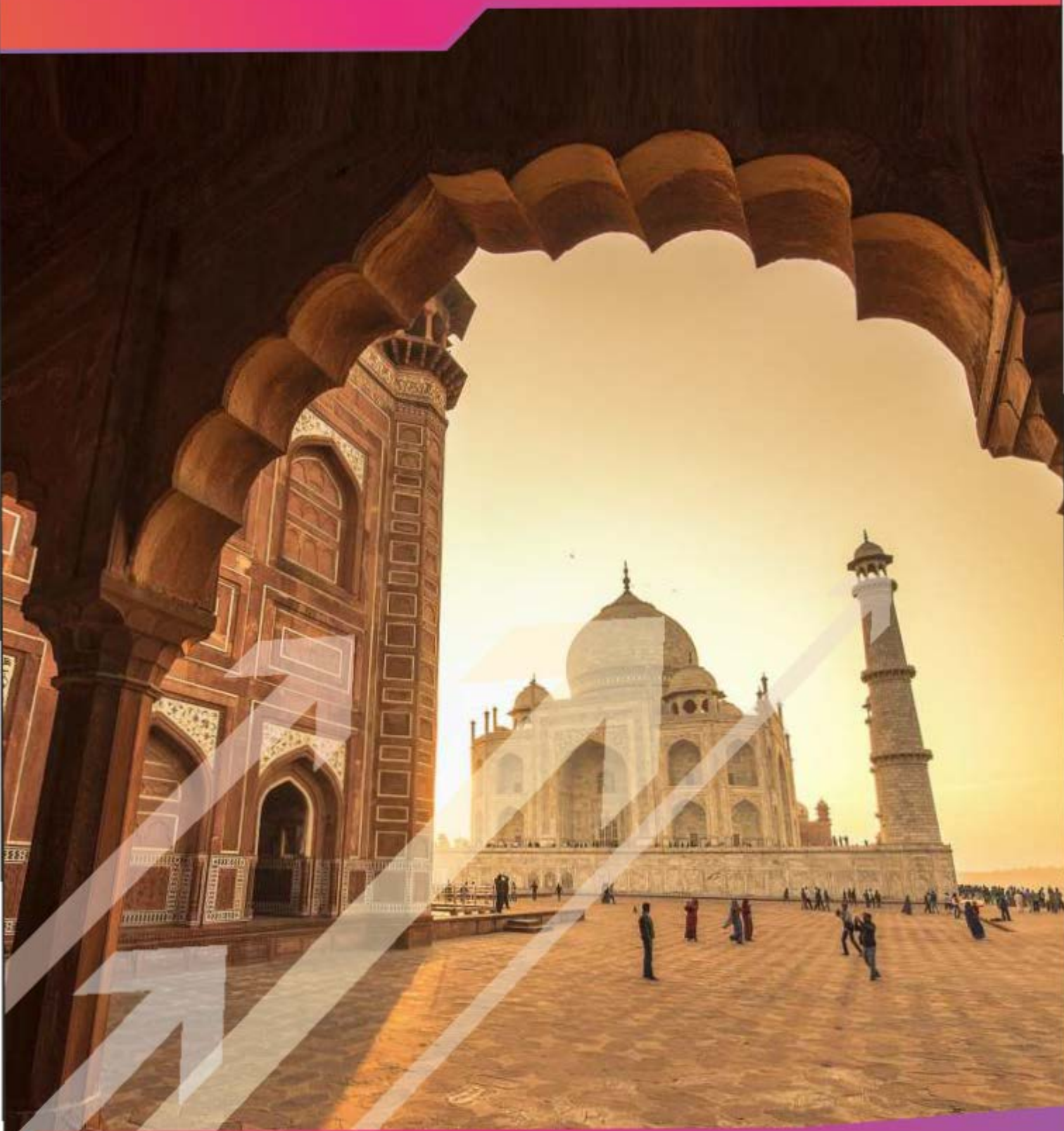
- Subsidy of maximum upto 50% of the total cost for Awadhi, Braj, Bundeli and Bhojpuri films and maximum of 25% of the total cost for Hindi films.
- Maximum subsidy of INR 1 Cr for films which have been shot for at least a half of its total shooting days in Uttar Pradesh.
- The films for which two-third of its total shooting days are in Uttar Pradesh is entitled for a subsidy up to a maximum limit of INR 2 Cr.

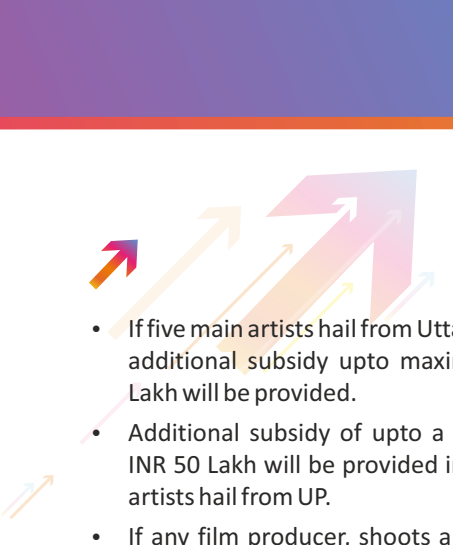


Once a film producer has the amount of subsidy on the basis of making a film in the State under the Film Policy, subsidies will be available for the subsequent films.

Movie details	The state's position in the film shooting	The maximum amount of grant





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- If five main artists hail from Uttar Pradesh an additional subsidy upto maximum INR 25 Lakh will be provided.
 - Additional subsidy of upto a maximum of INR 50 Lakh will be provided in case all the artists hail from UP.
 - If any film producer, shoots and processes the film in the State, 50% of the processing cost or INR 50 Lakh, whichever is less, will be sanctioned as additional subsidy for the film.
 - If any Investor establishes a film training institute in any major city (excluding Noida/Greater Noida), 50% of its cost or a maximum of INR 50 Lakh, whichever is less, will be provided.
 - If any film producer shoots or produces a film on the tourism sites, cultural theme/heritage of the State, an amount of INR 50 Lakh will be provided.

The grant for the films produced in the State by National/International Award winning Producers/Directors of films who have received grants previously under the film policy, will be eligible for the following:

Movie Details	The State's position in the film shooting	The maximum amount of grant
The second film in the State	Half of the shooting duration of the film in the State	INR 1.75 Cr
	Two-third of the shooting duration of the film in the State	INR 2.75 Cr
The third film in the State	Half of the shooting duration of the film in the State	INR 2.25 Cr
	Two-third of the shooting duration of the film in the State	INR 3.25 Cr

Non-Fiscal Incentives

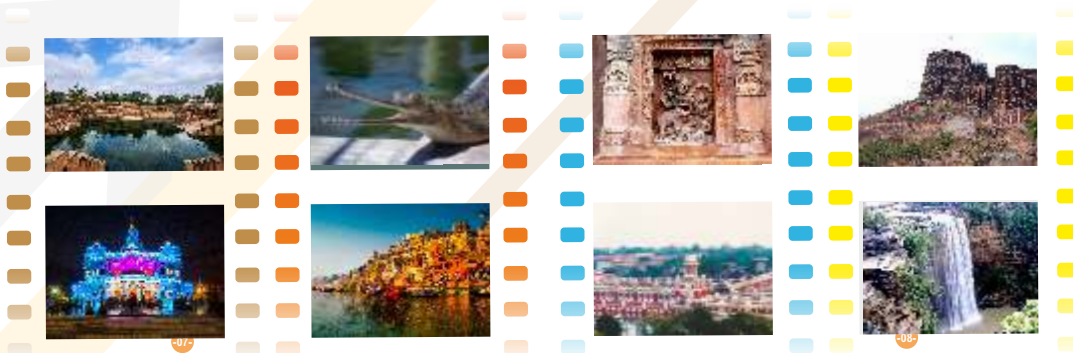
- Free security arrangement for shooting of films in Uttar Pradesh.
- 25% concession in room rent for stay in hotels / motels of UP State Tourism Development Corporation.

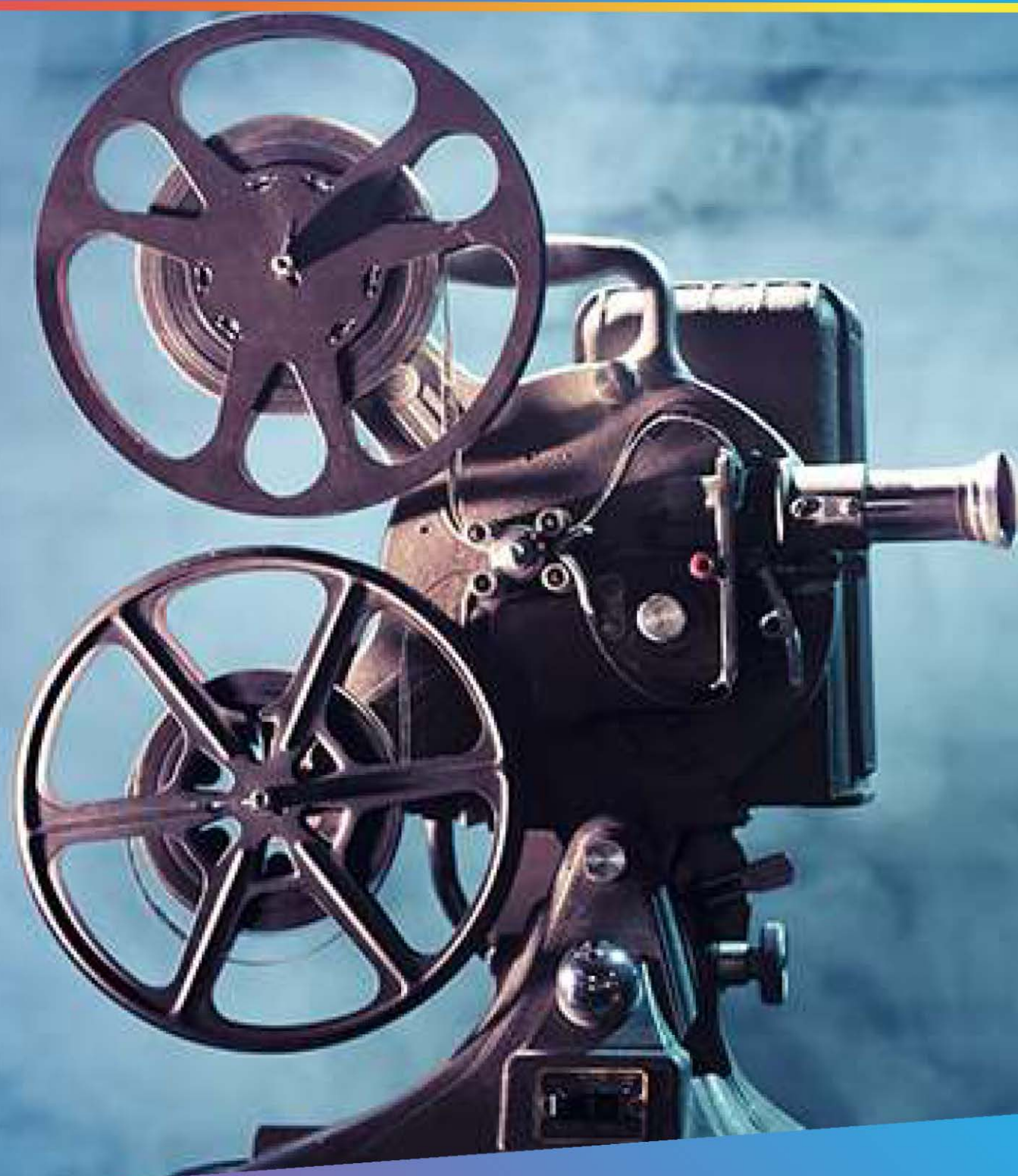


Investment Opportunities

- **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.
- **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.
- **3D Cinema** - With emerging techniques and 3D Cinema gaining trend across the globe, UP is an ideal destination to establish 3D animation centres and production houses.
- **Printing and Publishing Houses** - With the advent of film and entertainment sector in the State, printing and publishing houses are also gaining momentum. Gautam Buddha Nagar, Lucknow, Varanasi and Agra are prominent destinations for such investments.
- **Regional and Niche Cinema** - Uttar Pradesh is also a promising destination for small budget movies, emphasizing content-driven cinema. Market for regional cinema portraying local culture and languages is gaining wide popularity in India and the State.
- **Multiplex** - Multiplexes have shown a growth rate of 150% in Indian cities, increasing from 925 in 2009 to 2,100 in 2015. In future, 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 the most promising destinations for expansion of multiplexes in India.
- **VFX and Animation** - India has emerged as a preferred destination for outsourcing of VFX and 3D conversion work. With a vibrant IT and ITes and start-up ecosystem in the State, VFX and 3D animation is another promising area of investment.
- **Skill Development** - Several eminent artists like Amitabh Bachchan, Priyanka Chopra, Nawazuddin Siddique 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.
- **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.
- **Film City** - Apart from Noida film city, the Government is planning to develop more film city projects within UP to promote and provide proper facilities required for making films.
- **Film Festival** - Various periodical festivals and film events will be conducted within the State to support and strengthen the film making industry.

Source : Media Entertainment and Skills Council







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