

# Yogi's film subsidy to steal spotlight at WAVES in Mumbai

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**Lucknow:** Chief Minister Yogi Adityanath's lucrative film subsidy policy will be the spotlight at the inaugural World Audio Visual and Entertainment Summit (WAVES) that aims to position India as a global media, entertainment and creative innovation hub.

Film Bandhu Uttar Pradesh's pavilion stall is already making heads turn at Jio World Convention Centre at Bandra in Mumbai that will host the event from May 1-4. The event, which will bring together officials from 33 countries, industry leaders and eminent filmmakers, is set to be inaugurated by Prime Minister Narendra Modi on Thursday. A large number of A-list celebs like Shah Rukh Khan, Alia Bhatt, Deepika Padukone, Aamir Khan, Alu Arjun are expected to take part in the summit for panel discussions.

Talking to TOI, Gyan Arya, head assistant, Film Bandhu, said: "Visitors are stopping at the stall pavilion of the Film Bandhu and enquiring about the be-

autiful locations of Uttar Pradesh displayed on the wall." He said UP has become a hub of film shoots under the Yogi govt, which is giving a lot of attention to the filmmakers. In 2024-25, a grant of about Rs 17.6 crore was distributed to 48 films by Film Bandhu to lure filmmakers to the state. Through the platform of WAVES, filmmakers and creators can easily broadcast their products. This is the best opportunity for all creators, big and small, he added.

Officials said filmmakers get 50% subsidy of total cost for Awadhi, Braj, Bundeli and Bhojpuri films and maximum of 25% of the total cost for Hindi films and Rs 1 crore for films shot for at least a half of total shooting days in UP. 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 Rs 2 crore.

The International Film City, a visionary project led by CM Yogi, is under development in Greater Noida's Sector-21. The complex features distinct zones for different purposes.