

## India to be Promoted as Filming Destination



15-May, 2013

Cannes film festival, which is opening May 15, 2013, is celebrating the 100th anniversary of Indian cinema. India is the guest country at the 66th Cannes film festival. A composite delegation from the Ministry of Information and Broadcasting and the Ministry of Tourism is participating in this event to showcase the heritage of India films and promote India as a “Filming Destination”, as the cinema has emerged as a powerful tool for the development and promotion of destinations. Several destinations have gained in terms of tourist influx by being the venue/ location of popular domestic and International cinemas. The Oscar award winning film “Life of Pie” was also shot in Pondicherry and Munnar (Kerala). The Ministry of Tourism is promoting these destinations as the “Land of Pie”.

The Joint participation of the Ministry of Tourism and Ministry of Information and Broadcasting is consequent to their entering into a Memorandum of Understanding to promote Cinema of India as a sub brand of “Incredible India” at various international film festivals like IFFI Goa, European Film Market,

Cannes Film Festival and markets abroad, to develop synergy between Tourism and the film industry and to provide a platform for enabling partnerships between the Indian and Global Film Industry.

The Ministry of Tourism's activities at Cannes Film festival 2013 include a presentation in the "Incredible India" dinner to provide opportunities for business networking. The Ministry of Tourism is setting up an Incredible India booth at the exhibition. The design of the Indian pavilion will promote "Incredible India". Screening of "Incredible India" promotional films during the promotional events and meetings between leading Film Directors and Producers will also promote India as the "Incredible Filming Destination".

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