

Chiranjeevi to Inaugurate Incredible India Exhibition at Cannes



19-May, 2013

To promote India as a “ Filming Destination” Union Tourism Minister Shri K Chiranjeevi will inaugurate Incredible India exhibition at the 66th Cannes Film Festival in France tomorrow.

The Joint participation of the Ministry of Tourism and Ministry of Information and Broadcasting at the Festival 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 screening of “Incredible India” promotional films during the promotional events

and meetings between leading Film Directors and Producers to promote India as the “Incredible Filming Destination”.The objective has been to enable the collaboration and partnerships for promoting India as a filming destination for films and documentaries

. It may be recalled that several destinations in the country 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 shot in Pondicherry and Munnar (Kerala). The Ministry of Tourism is promoting these Destinations as the “Land of Pie ”. The Government is also setting up a “Single Window Clearance" mechanism for foreign production houses interested in shooting films within India.

.....