

**GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING**

**RAJYA SABHA
UNSTARRED QUESTION NO. 3913
TO BE ANSWERED ON 27.03.2026**

Promotion of Indian films abroad

3913. Shri A. D. Singh:

Will the Minister of INFORMATION & BROADCASTING be pleased to state:

- (a) the initiative taken by Government to promote Indian films and film festivals abroad;
- (b) the role of the Film Facilitation Office in attracting foreign film production in India; and
- (c) whether incentives are being provided to international film producers shooting in India?

ANSWER

**MINISTER OF STATE FOR INFORMATION AND BROADCASTING AND
PARLIAMENTARY AFFAIRS
(DR. L. MURUGAN)**

(a) to (c):

The Government promotes Indian films internationally participating in major film festivals, organizing India Pavilions, support for film delegations, and promotion of co-productions. This is done under DCDFC (Development, Communication and Dissemination of Filmic Content) Scheme. Assistance is also provided for select films at prestigious global events, along with platforms like IFFI (International Film Festival of India) and WAVES (World Audio Visual & Entertainment Summit) to enhance international outreach.

Promotion of Indian cinema abroad is also undertaken through Indian Missions, including organization of screenings and support for film-related promotional activities in coordination with the Ministry of External Affairs.

The Film Facilitation Office (FFO) is now renamed as India Cine Hub (ICH). It functions as a single-window mechanism to facilitate film shooting in India. It facilitates permissions, location support, and promotes India as a film-friendly destination. Financial incentives are provided to international filmmakers under the Incentive Scheme for Production of Foreign Films. It offers up to 40% rebate on qualifying expenditure subject to a cap of Rs. 30 crore per project.
