

**GOVERNMENT OF INDIA
MINISTRY OF TOURISM**

**LOK SABHA
UNSTARRED QUESTION NO.72
ANSWERED ON 01.12.2025**

TOURISM PROMOTION THROUGH NETFLIX

72. SMT. POONAMBEN HEMATBHAI MAADAM:

Will the Minister of TOURISM be pleased to state:

- (a) whether the Government has entered into a partnership with Netflix to promote tourism in India through visual storytelling and on-screen representation of destinations;**
- (b) if so, the key objectives and scope of this collaboration in highlighting India's natural and cultural heritage;**
- (c) the details of the steps taken/being taken to ensure the authenticity of representation of Indian locations, traditions and communities in such productions; and**
- (d) the details of the destinations to be identified by the Government in Gujarat to feature in future productions under this initiative?**

ANSWER

THE MINISTER OF TOURISM (SHRI GAJENDRA SINGH SHEKHAWAT)

(a) to (d): The Ministry of Tourism entered into a non-commercial Memorandum of Understanding (MoU) with Netflix Entertainment Services India LLP with aim to promote Indian tourism destinations globally through cinematic storytelling.

MoU with Netflix includes promotion of natural landscape, cultural and heritage sites of the country including the State of Gujarat.
