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PRESS RELEASE

Content India Summit 2025 Sets the Stage for the Future of Indian Entertainment with Global Partnerships

India, 4 April, 2025: Dish TV, India's leading content distribution Company, has taken a major step towards strengthening India's content ecosystem on the global stage. In collaboration with C21Media, Dish TV successfully hosted Content India Summit 2025, a groundbreaking initiative aimed at reshaping the future of Indian content through international collaborations, new market opportunities, and industry-wide innovation.

The day-long summit brought together top industry leaders for insightful discussions on India's evolving entertainment landscape. Key speakers included Gaurav Banerjee (MD & CEO, Sony Pictures/Sony Liv), Simon Mirren (Founder of Case Closed), Deepak Dhar (Founder & Group CEO, Banijay Asia and Endemol Shine India), Andrew Zein (EVP, Creative Format Development & Sales, Warner Bros. Discovery), Shoojit Sircar (Film maker and CEO, Rising Sun Films), Sameer Nair (MD, Applause Entertainment), Aniruddha Roy Chowdhury (Director), and Siddhartha Roy (CEO, Hungama Digital Media), among others. As India rides a new wave of content transformation, the summit reinforced the industry's commitment to thinking global while acting local. With content consumption patterns rapidly evolving, India is not just producing stories for domestic audiences but also crafting narratives that resonate worldwide while staying true to its cultural roots.

Bringing together 150 influential leaders across the Indian and global entertainment sectors, the summit served as a catalyst for transformative conversations on content creation, distribution, and global market expansion. It also set the stage for Content India 2026, which will take forward the objectives set out during the Content India 2025 summit.

With India's entertainment industry witnessing unprecedented growth, Content India was launched to bridge the gap between Indian content and global markets. The summit focused on sustainable industry growth, evolving audience consumption patterns, and commercial scalability, ensuring India's entertainment sector remains competitive on a global scale.

As part of its strategic vision, the summit aimed to deliver actionable recommendations for the future of content creation, distribution, and monetization. These insights will be captured in "The Future of the Indian Entertainment Business Debate," a report set to be published four weeks post-event, outlining key takeaways, trends, and growth strategies for industry stakeholders.

Mr. Manoj Dobhal, CEO and Executive Director, Dish TV India, said, "Our vision with Content India is to build a dynamic content eco-system that connects each and every constituent of Content creation in India with global opportunities. The Content India Summit 2025 marks the beginning of a transformative journey—one that fosters long-term collaborations, drives industry innovation, and expands market potential. With Indian storytelling gaining global acclaim, this is the moment to amplify international partnerships and position India as a content powerhouse."

He added, "As pioneers in DTH and OTT aggregation, we are proud to introduce the Content franchise to India in partnership with C21 Media. This initiative is where creative visions converge, collaborations take shape, and the future of entertainment unfolds. Content India 2025 is not just an event—it is a movement dedicated to propelling Indian storytelling onto the global stage. By fostering meaningful partnerships and championing next-generation content, we aim to expand the reach of India's creative talent worldwide. With our deep industry expertise and expansive reach, we are committed to driving innovation, empowering creators, and shaping the entertainment landscape for years to come."

David Jenkinson, Managing Director, C21Media, added, "Content India Summit is a crucial step toward shaping the future of Indian entertainment in a globally connected landscape. This event has brought together the brightest minds in the industry to address key challenges and unlock new opportunities for collaboration. India's influence on the global content market is undeniable, and this summit lays the foundation for meaningful partnerships that will drive the industry forward."

He added, "As we look ahead to the full Content India conference in 2026, our mission remains clear—to create a platform where ideas, talent, and business come together to define the next chapter of entertainment. This is just the beginning of an exciting journey for India on the world stage."

The summit featured a dynamic lineup of discussions and panels, exploring the evolving landscape of Indian entertainment. Sessions highlighted India's strengths—creative talent, technical expertise, and cost advantages—that drive its emergence as a global content powerhouse. Experts analysed key growth drivers, opportunities for international collaboration, and challenges for sustainable expansion.

A crucial focus was on balancing local storytelling with global appeal, adapting Indian content for international markets while preserving cultural authenticity. The event also featured insights from international executives on co-productions, content acquisitions, and business expansion strategies. A forward-looking session addressed the structural shifts required for the industry to thrive amid rapid digital transformation and changing audience preferences.

Simon Mirren, Founder of Case Closed, emphasized, "Understanding the local culture is key to success in the Indian market. Many creators try to make TV for the West, which is a mistake. The focus should be on telling great stories that resonate here."

Content India 2025 has successfully ignited a new era for India's entertainment industry, fostering international collaborations, unlocking global markets, and solidifying India's role as a content powerhouse. With its impact set to resonate in the years to come, this summit will pave the way for innovation, partnerships, and industry growth on an unprecedented scale.

For more information visit www.contentindia.com

**About Dish TV India Limited:**

Dish TV India Limited is India's leading content distribution Company with a strong presence in both direct-to-home (DTH) television and OTT space. The Company has multiple individual brands like Dish TV and d2h (DTH brands) and Watcho (OTT aggregation platform) and a 360-degree ecosystem that includes content services, devices, and OEM partnerships. Dish TV India Limited platform enables subscribers to access the best of content available through multiple delivery platforms on any screen, anywhere, anytime. The Company has on its platform more than 587 channels and services including 89 HD channels and 4 international channels along with 19 VAS services and 21 popular OTT apps. The Company has a vast distribution network of over 2,334 distributors & around 158,167 dealers that span across 9,500 towns in the country. Dish TV India Limited is connected with its pan-India customer base through call centres that are spread across 14 cities and are equipped to handle customer queries 24X7 in 12 different languages.

For more information on the Company, please visit www.dishd2h.com

About C21Media

C21Media is the market-leading supplier of information and events for the global content business. For more information visit www.c21media.net

For media queries, please contact

Hirdesh Agarwal | hirdesh.agarwal@dishd2h.com | DishTV India Ltd