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## PRESS RELEASE

### **Content India set to define the future of the Indian Entertainment business and facilitate new local and global partnerships**

The first Content India summit is set to take place at The Taj Lands End on April 2, bringing together leading players from the Indian entertainment business with key executives from the international business to facilitate new global partnerships.

Approaching 150 of the most progressive players in the sector will meet to discuss the threats, challenges and opportunities in the market and how to grow the business over the coming years.

The summit's aim is to provide a set of recommendations to help facilitate growth – both domestically and internationally, which will be captured in The Future of Indian Entertainment Report, to be published after the event.

You can see the delegates by [CLICKING HERE](http://www.contentindia.com). ([www.contentindia.com](http://www.contentindia.com))

Content India is a partnership between DishTV and London-based C21Media, the leading provider of news and analysis to the global entertainment business.

**Dish TV's CEO, Mr. Manoj Dobhal said:** "The Indian content business is changing rapidly, and all sectors need to work differently to ensure they develop businesses that reflect this rapid change. The creator economy is emerging, audience appetite is changing, and the commercial models that underpin the sector are evolving. Content India will chart these changes and connect the business towards a new progressive future, both within India and with the world connecting Indian content eco-system to the global content and entertainment scenario."

**C21's founder David Jenkinson, said:** "Content India aims to set the pace for change, capturing the views of the most progressive payers in the business and providing context for the future. Partnership is the key word going forwards, and new partnerships will be forged through Content India."



The one-day summit will announce a three-day Content India event, set to take place in 2026. This event will combine a market, conference and screenings programme, designed to create new content that has global impact.

The event is based on C21's 'Content' events franchise, which operate in Miami, LA, Warsaw, Toronto and London.

For more information visit [www.contentindia.com](http://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](http://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](http://www.c21media.net)

**For media queries, please contact**

Hirdesh Agarwal | [hirdesh.agarwal@dishd2h.com](mailto:hirdesh.agarwal@dishd2h.com) | DishTV India Ltd

Abhishek Yadav | [abhishek.y@conceptpr.com](mailto:abhishek.y@conceptpr.com) | Concept PR

Megha Thadani | [megha.t@conceptpr.com](mailto:megha.t@conceptpr.com) | Concept PR