



Content India

Mumbai 16 - 18 March

PRESS RELEASE

Content India 2026: A Landmark Event Shaping the Future of Indian Entertainment

India | 11 March 2026: Content India 2026 is set to take centre stage as a transformative platform for the Indian entertainment industry. Organized by Dish TV in partnership with C21Media, this three-day event will be held from March 16–18 at Taj Lands' End, Mumbai. The summit will bring together industry leaders from across India and around the globe to engage in high-impact discussions on trends, partnerships, and the future of entertainment ecosystem. The event will provide an unparalleled opportunity for broadcasters, streaming platforms, studios, production houses, and digital-first companies to collaborate.

A Platform for Industry Transformation

Manoj Dobhal, CEO and Executive Director of Dish TV India, emphasized the global momentum of Indian content, saying, "Indian content has reached a pivotal point in the global market. As creators, platforms, and studios focus on building stronger intellectual properties (IPs) and forming international partnerships, the need for in-depth, results-driven dialogues is more crucial than ever. Content India 2026 will unite these voices to chart the next phase of the industry's growth."

Over three days, Content India 2026 will explore key themes such as commissioning, production, monetization, cross-border collaborations, technology, and IP. The event's diverse sessions will highlight the innovations driving the evolution of Indian entertainment.

Event Highlights:

- **State of the Indian Entertainment Nation:**
This session will delve into the trends, challenges, and opportunities shaping India's content landscape. Featured speakers include:
 - Shilangi Mukherji, Director & Head of SVOD Business, Prime Video
 - Anuj Gandhi, Chief Business Officer, Digital Entertainment Service, Reliance Jio
 - Deepak Dhar, Founder & Group CEO, Banijay Asia and Endemol Shine Asia
 - Ashish Sehgal, CEO, Times TV Network

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- **Content India Co-Pro Pitch:**
 This session will showcase early-stage scripted and unscripted projects in search of global partnerships. Two winning projects—one scripted and one unscripted—will receive a £10,000 marketing prize. Judges include:

 - Frank Spotnitz, CEO & Founder, Big Light Productions
 - Fiona Campbell, Director of Factual, BBC Content
 - Rashmi Bajpai, EVP Asia, Banijay Rights
 - Bal Samra, Chairman, Big Deal Films
 - Rachel Glaister, EVP International Brands & Press, All3Media International

- **Content Strategies: What Indian Commissioners and Buyers Want:**
 This session will explore commissioning priorities, evolving content slates, and co-production opportunities with top industry figures:

 - Sahira Nair, Head of Hindi Scripted Series, Prime Video India
 - Rajaraman Sundaram, Chief Content Officer South, Sony Pictures Networks India
 - Sai Abishek, Head of Factual Entertainment, Warner Bros. Discovery South Asia
 - Vishnu Mohta, Co-founder, Hoichoi

- **Current Trends in Indian Production: Getting Your Show on Air:**
 Industry experts will share insights into development strategies, funding models, and international collaborations, including:

 - Sunder Aaron, Managing Partner, Locomotive Global
 - Parveen Dusanj-Bedi, Founder & MD, CreativeNation
 - Roopak Saluja, Founder, BANG BANG TV
 - Tarun Sawhney, President APAC, Shorts TV
 - Aniruddha Roy Chowdhury, Filmmaker

- **Using AI to Supercharge Your Shows in the New Content Economy:**
 Focusing on how generative AI is transforming production workflows and enhancing efficiency, this discussion will feature:

 - Dipankar Mukherjee, CEO & Co-founder, Studio Blo
 - Prateek Arora, VP of Development, BANG BANG TV
 - Anshul Vikram Pandey, Founder and chairman, PanScience Group
 - Saiteja Alampally, Founder & CEO, One Immersive
 - Vipul Agrawal, Founder & CEO, Mugafi



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Additionally, the event will feature a **Fireside chat with Sameer Nair, Managing Director of Applause Entertainment**, discussing the evolution of Indian storytelling, IP, and AI-driven content creation.

A Forward-Looking Gathering of Industry Visionaries

Ashish Sehgal, CEO of Times TV Network & CGO Times Entertainment, expressed his excitement about the event: "Looking forward to speaking at Content India 2026 and engaging with leaders and dynamic minds across creators, studios, investors, and technology partners. Content remains the core currency of our industry, and as discovery, distribution, and monetisation evolve rapidly, the real opportunity lies in forging stronger partnerships and scalable models that power the next phase of India's content growth."

Anuj Gandhi, Chief Business Officer- Digital Entertainment Service, Reliance Jio, also expressed his enthusiasm: "I'm delighted to be part of Content India 2026. The event comes at a pivotal moment for our industry. As content creation, distribution, and consumption continue to evolve at scale, platforms like this play a critical role in aligning the ecosystem, encouraging collaboration, and unlocking the next wave of growth in India's content economy."

A Strategic Hub for the Future of Indian Entertainment

Content India 2026 is set to be a driving force behind strategic conversations, commissioning decisions, and cross-border collaborations. With its actionable insights and opportunities for engagement, the event will empower the Indian entertainment ecosystem to define its future trajectory in a rapidly changing global landscape.

About Dish TV

Dish TV is India's leading content distribution Group with a robust presence across both Direct-to-Home (DTH) television and Over-the-Top (OTT) entertainment. For over 22 years, Dish TV has been a trusted household name, offering viewers a comprehensive entertainment experience to the customers. With a 360-degree entertainment ecosystem encompassing content services, connected devices, and OEM partnerships, Dish TV India delivers seamless access to the best of entertainment — anytime, anywhere, and on any screen. For more information, please visit: <https://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

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