



Content India 2026 Wraps Up Successfully with 700+ Participants from India and Abroad

Mumbai | 19th March 2026: Highlighting the best of India's content ecosystem, Content India 2026, organized by Dish TV in partnership with C21Media, brought together over 700 participants from India and international markets for three days of insights, innovation, and storytelling excellence.

The summit convened leading executives, creators, and filmmakers from India and global markets to engage in conversations on content strategy, international formats, financing models, technology, and the creator economy. Discussions explored how global formats are being adapted for Indian audiences, the growing role of venture capital and private equity in entertainment, and the increasing fragmentation of audiences and platforms.

Sessions across the three days also examined the rise of digital-first content creation, the growth of micro-drama and vertical storytelling formats, and the integration of AI in content production. Industry leaders shared insights into commissioning strategies, coproduction opportunities, and the evolving dynamics of monetization and audience engagement.

Content India 2026 saw participation from Indian and global leaders including Shilangi Mukherji, Anuj Gandhi, Deepak Dhar, Fiona Campbell, Sahira Nair, Rajaraman Sundaram, Sai Abishek, Vishnu Mohta, Tarun Sawhney, Aniruddha Roy Chowdhury, Tanya Bami, Richie Mehta, Sameer Nair, Arjun Nohwar, Niharika Pande, and Aruna Daryanani, among others.

The event also featured two standout highlights: the Content India Copro Pitch, where creators presented new scripted and unscripted television concepts to an esteemed international panel of judges, setting the stage for fresh ideas and innovative storytelling; and a Writers Room Masterclass led by acclaimed writer-producer Frank Spotnitz, offering budding writers a behind-the-scenes look at the craft, discipline, and collaboration that drive successful television storytelling.

Mr. Manoj Dobhal, CEO and Executive Director, Dish TV India, said, "Over the past three days, it has been inspiring to see the creativity, energy, and collaboration across the Indian content ecosystem. Conversations showed clarity, ambition, and a shared focus on building stories that can travel globally. With creators, platforms, and investors coming together with intent, Indian storytelling is poised for its next phase of growth. Its success will depend on how the ecosystem nurtures, finances, and brings these stories to audiences worldwide. The future looks limitless, and Content India captured that sense of possibility perfectly."



With a mix of creative and business-focused discussions, Content India 2026 offered a platform for the exchange of ideas across the content value chain, bringing together creators, platforms, producers, and investors, with a focus on collaboration, IP creation, and connecting Indian storytelling with global opportunities.

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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