

# Creative Industries

## TVCC INDIA DESK

India's creative industries present opportunities across film, television, digital content and related services. The UK is a strong partner for collaboration, investment and partnerships, supported by established creative ecosystems, including major studio infrastructure such as Pinewood and Shinfield Studios, alongside recognised strengths in production, content and innovation.

### Why This Sector Matters

- India's media and entertainment sector was valued at **around INR 2.5 billion in 2024** and is projected to reach **INR 3.1 billion by 2027**.
- The UK creative industries contributed **£145.8 billion** in 2024, accounting for **5.5% of UK GVA**.
- Supports opportunities in **content, production, digital platforms and specialist creative services** across both markets.

### Opportunities for UK Businesses

- **Specialist support services** in animation, VFX, digital delivery, and creative technology.
- **Skills and knowledge exchange** linked to production capability, digital content, and creative business development.
- **Commercial partnerships in a growing market** where digital media, gaming, film and animation/VFX are all identified growth areas.

### Opportunities for Indian Investors

- **UK market entry and expansion** through partnerships, representation, or investment.
- Access to a UK sector worth **£145.8 billion**, with strengths in production, content, and innovation.
- **Collaboration** across digital media, design, screen-related services, and innovation-led activity.