

# **'Frame Your Idea' holds over 3000 meetings between idea owners and content producers at FICCI FRAMES**

## **The biggest content pitch in India!**

**MUMBAI, April 1, 2016:** After the resounding success of 2015, Frame Your Idea (FYI) under the aegis of FICCI FRAMES created an even greater access to content producers for those with a creative spark and the burning desire to achieve success in celluloid but no access to makers.

**Across the 3 days of FYI, over 3000 meetings fructified between 300 writers/idea owners & over 70 producers/studios/broadcasters as a part of the happenings at FICCI FRAMES 2016.**

These 3000 meetings were across the categories of Film, Animation, TV, Documentary and the newly added Digital & Finished Content.

The 70 or so FYI panelists consisted of content teams of producers, directors, studios, broadcasters and content aggregators, looking for that next big idea, story, script or finished content that they would want to grab and put out there.

In 2015, FICCI conceived and executed this 'first of its kind' forum in India called 'Frame Your Idea' (FYI) with the intention to create access for creative minds to pitch their ideas, stories or scripts to best content producers.

The forum was unveiled in 2015 at the 16<sup>th</sup> edition of FICCI FRAMES, an annual event of FICCI, which serves as a vital link between the media & entertainment industry and the policy makers.

Last year, out of the 650 meetings that were accomplished between 200 idea owners and 20 content producers (producers/broadcasters/studios), Mr. Siddhanta Ashdhir, an Engineer turned Writer/Entrepreneur and Mr. Nihit Bhawe, a former journalist, were signed as screenplay writers by a leading Studio & a heavyweight producer. DISNEY/UTV and Phantom Films were the two players which spotted and picked up the two fresh writers.

In 2016, with the hint of international participation of creative minds (Turkey, Nigeria, USA) and of course all parts of India FYI with its figures makes itself the only platform in the country of its kind & scale.

### **'Frame Your Idea' 2016 Panelists -**

#### **Feature Film**

Balaji Motion Pictures Rajkumar Hirani Films

Cinestaan Film Company Relativity Media

Dharma Productions Rohit Shetty Productions

Disney Films ROMP

Drishyam Films RSVP (Ronnie Screwvala)

Emmay Ent. & Motion Pictures Salman Khan Films

Film Karavan Shemaroo Entertainment

Fox Star Studio Tips Industries  
Geetha Arts  
Trinity Pictures - Eros  
International Media  
India Stories Viacom18 Motion Pictures  
John Abraham Productions Video Palace  
Kabir Khan films Von Ryans Entertainment  
Macguffin Pictures Wiz Films (Wizcraft)  
Phantom Films  
Vishesh Films

## **TV**

BBC Worldwide India Phantom Films  
Beyond Dreams  
Star Plus  
ZEE TV  
Dhaval & Gurodev productions  
Life OK  
Mumtaz Saba Productions

## **Animation**

Cartoon Network  
Shemaroo Entertainment  
CFSI  
Toonz Media Group  
Whacked Out Media  
Green Gold Animation  
Whizkids Media  
Nickelodeon  
ZeeQ  
Screenyug

## **Digital**

ALT Balaji  
Amazon Prime Video, India  
Beyond Dreams  
Silly Monks Entertainment  
Emmay Ent. & Motion Pictures  
Sony LIV  
Film Karavan (for Netflix)  
Toonz Media Group  
Hotstar  
Trinity Pictures - Eros International Media  
Kabir Khan Films

Whacked Out media  
Relativity media  
Wiz Films (Wizcraft)  
Sikhya Entertainment

**Documentary**

Nat Geo  
Film Karavan  
Screenyug

**Finished Content**

Cinestaan Film Company  
Shemaroo Entertainment  
Film Karavan  
Sony LIV  
Dhaval & Gurodev productions  
Viacom18 Motion Pictures  
Rajkumar Hirani Films  
Vista India



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