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India/Singapore Film-TV Project Markets Partner Up to Advance Strategic Content Co-Production Bridge Between India and Rest of Asia

November 24, 2023, GOA, INDIA—On the final day of the **NFDC Film Bazaar** held alongside the **International Film Festival of India (IFFI)**, an exciting new cross-border partnership between two of Asia's most prominent film and television co-production project markets has been forged with a multi-year collaboration with the **NFDC Film Bazaar**, the **Southeast Asian Audio-Visual Association (SAAVA)** & the [**ATF IP Accelerator Project Market \(AIPA\)**](#) which is held during the **Asia TV Forum & Market** (December 5—8) situated at the Sands Expo and Convention Centre in Singapore.

The project market partnership signed with SAAVA and NFDC primarily arranges an exchange of projects in development and/or work-in-progress between them, starting this year, with "BECOMING", a feature-length India-South Korea production from the Documentary section of Film Bazaar's Co-Production Market going to AIPA 2023. Next year, one or more of AIPA's projects in the current edition will be given an automatic entry into 2024's edition of the Film Bazaar's Co-Production Market.

Secondarily, coupled with the recent announcement of the increased Indian film incentive schemes, the growing partnership between the two content financing platforms details a deeper drive to accelerate South Asian co-productions and co-financing across the Asia-Pacific, and in particular, with Southeast Asia via the strategic involvement of Singapore as a gateway to the region.

Mr. Justin Deimen, Executive Director of SAAVA which co-organises AIPA, and mentor at Film Bazaar's Producing Workshop 2023 said, "India shares a deep cultural bond with the rest of the world by having the most exportable global content base. It is also surprisingly one of the last frontiers of active global co-productions hubs to be fully set up with their government now committing to raising the profiles of their producers' financing and creative collaborations internationally. I'm confident the partnership with NFDC will pay dividends for producers in the rest of the Asia-Pacific, and I'm excited to have the Film Bazaar's projects with AIPA in the coming years, as we aim to scale up the already impressive quality of our market in Singapore."

Mr. Prithul Kumar, Managing Director of NFDC notes of the collaboration – "Uniting cultures through the language of cinema, our collaboration with SAAVA and AIPA signifies a transformative journey in Asian co-productions, "BECOMING" sets the stage for an inspiring exchange between India and the broader Asian market. This partnership not only accelerates creative ventures but also harnesses India's burgeoning film incentives, leveraging Singapore's strategic position to amplify diverse voices and narratives across the Asia-Pacific. Together, we embark on an exciting chapter, shaping the global landscape of storytelling."

"BECOMING" also joins the official unveiling and announcement of 14 other multi-platform projects vying to pitch to over 30 Project Catalysts around the world at AIPA 2023 this year. The pool of 2023's submissions to AIPA proved to be competitive and broke records with over 130 submissions from 19 countries/regions. This year, in addition to the Film Bazaar prize, AIPA is presenting two

prizes from RED Digital Cinema and AV8 Media worth up to US\$25,000 each, as well as the 108 Media's Development Award, worth up to S\$15,000.

Speaking on behalf of "BECOMING," producer Mr Rohan K. Mehta said, "We're honoured and excited to present our project to AIPA in Singapore. Thank you to NFDC Film Bazaar for giving selecting our project and presenting it at the Co-Production Market (Documentary) 2023 and to SAAVA for making us a part of your esteemed market. It will be our first-time visiting Singapore, and we look forward to a productive and interactive session at the market."

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About Southeast Asian Audio-Visual Association (SAAVA)

The Southeast Asian Audio-Visual Association (SAAVA), a non-profit association that seeks to unify media producers and media financiers in the region. The association's mission is to advance creative development across the region, promote Southeast Asian audio-visual content and capabilities internationally, as well as stimulate business collaborations between its members.

About the ATF IP Accelerator

The ATF IP Accelerator (AIPA) Project Market is an annual event that will bring together the best content concepts globally, to meet with international co-producing partners, distributors, commissioners, and financiers. Up to 15 projects, across all genres and formats—excluding animation—is selected by a panel to be assessed for AIPA's programme onsite. Held at the Asia TV Forum & Market (ATF) in Singapore, selected projects will get to meet with decision makers for the opportunity to bring their projects to fruition.

About Film Bazaar

Since its inception in 2007, Film Bazaar has been focusing on discovering, supporting and showcasing South Asian films and talent in filmmaking, production and distribution; the Bazaar also facilitates the sales of world cinema in the South Asian region. The market aims at facilitating the sales of world cinema in the region. Film Bazaar is a converging point for South Asian and international filmmakers and film producers, sales agents, and festival programmers for potential creative and financial collaboration. Over the course of 5 days, the Film Market focuses on discovering, supporting, and showcasing South Asian content and talent in filmmaking, production, and distribution.

About NFDC



Incorporated in the year 1975, National Film Development Corporation Limited (NFDC) was formed by the Ministry of Information and Broadcasting, Government of India, with the primary objective of promoting Indian cinema and showcasing it across the world. With financial support extended to over 300 films in 21 regional languages, NFDC has helped facilitate an ecosystem to support the development, financing, and distribution of independent films across the country. These films have won numerous international and national accolades. Film Bazaar, the co-production initiative of NFDC has been an integral part of this process.

CONTACT

For enquiries, please contact saava.sea@gmail.com

ANNEX

The final 15 projects are:

	<p>Aripuen (The Servant) PHILIPPINES</p> <p>Director—Christopher Gozum Sine Caboloan Co. Ltd.</p>
	<p>Becoming INDIA / KOREA</p> <p>Producer—Rohan K. Mehta (White Horse) Director—Vineeth Menon</p>
	<p>Disability To Be Brave SINGAPORE</p> <p>Producer/Director—Ng Kai Yuan Unfold Asia</p>
	<p>Love Letter to Laos LAOS/CANADA</p> <p>Producer /Director/Writer—Isabel Dréan Executive Producer—Lan Mainville Kopnoi</p>
	<p>Madame Tarot SOUTH KOREA</p> <p>Producer/Director—Lee Sua</p>



My Chef in Crime
THAILAND

Producer—Bo Rattanavich
Director—Cheewatun Pusitsuksa
My Shot, Co., Ltd.



Pushkar
SINGAPORE

Producer/Director—Colin Wee
Two Lefthands








Sesame Has Its Soul
VIETNAM

Producer—Hang Trinh
Director/Writer—Oscar Duong
Silver Moonlight Entertainment



Seven Years Later
INDONESIA

Producer/Director—Dinda Unaroma
Unaroma Entertainment Indonesia

	<p>Special Delivery SINGAPORE / TAIWAN</p> <p>Producer—Nicholas Wang Producer—Lynn Hsin-Yi Lin Director—Luin Lam Choon Fui JUO Studios / MaplessLab</p>
	<p>The Ghost in The Library SINGAPORE</p> <p>Producer—Nareshkumar J Guru Productions Pte Ltd</p>
	<p>The Goldfish SINGAPORE</p> <p>Producer/Director—Kehinde Fadipe</p>
	<p>The Passport MALAYSIA</p> <p>Producer— Choo Mun Bel Director—Ananth Subramaniam Sixtymac Production Sdn Bhd</p>
	<p>The Vampire of Sheung Shui HONG KONG SAR</p> <p>Producers— Peter Yam (Yin Cheung), Michael J. Werner, Shreyom Ghosh Director—Shreyom Ghosh Tasia Films Limited</p>



What Do Moms Cook in ...Asia?

THAILAND

Producer—Marith Zindel

MZP Asia