

Date: 04th October, 2024

Dear Sir/ Madam,

Greetings from SEPC!

Subject: India Pavilion at MIPCOM, Cannes, France, 21st - 24th October, 2024

You are aware SEPC with the support of the Department of Commerce, Ministry of Commerce & Industry and Ministry of Information and Broadcast, Government of India is organizing **India Pavilion at MIPCOM which is scheduled to be held from 21st - 24th October, 2024 at Palais des Festivals, Cannes, France.**

MIPCOM is the world's largest entertainment content market. With over 11000 Participants from over 100 countries, it is the pivotal destination for Distributors, Sales Agents, Producers, Broadcasting groups, Digital Platforms, IPs Owners, Content Creators, and business people from all over the world.

Benefits of Participation at Indian Pavilion at MIPCOM:

- Indian Pavilion is located at a prominent position are attached (179.67sqm –stand n° P-1 .D 1)
- State of the Art Design of Indian Pavilion
- Subsidized rates for the Passes/Registration
- Promote your content to 4,500 buyers
- Opportunity to connect and showcase your product and services in a premium environment.
- Dedicated space to welcome partners and host meetings.
- Showcase your company and ensure maximum visibility
- Sell your content to the largest community of international buyers.
- Build international exposure with representatives from every major region
- Explore new trends and technologies to create richer content experiences

With a view to build synergy and present a grand exposition of the strengths of the country, your active participation in the event is solicited in a befitting manner. This will help Indian TV and digital content reaching out to the world market which will contribute to trade promotion of the Country and investments in India.

There are subsidies rates are the followings:

Rate in INR (Subsidized Rates)	Inclusions
Rs. 8,75,000/- <i>*(will revise after 20th October 2024)</i>	<ul style="list-style-type: none">• 9 Sq. Meters Build up Booth space• 2 Registration/Passes at MIPCOM• Meeting space at a common area in Indian Pavilion• Dedicated reception at the Pavilion• Wooden Partition on all the three sides of the stall• Carpeted Area• Round Table• Spot Light• Plug Fascia Name of the Company• Poster Size (2000 Length *1200 mm Height) 3 Poster Point

Rs. 3,40,000/- *(will revise after 20th October 2024))	<ul style="list-style-type: none"> • Dedicated Round table with Name table top • 1 Registration/Passes at MIPCOM • Dedicated reception at the Pavilion • Carpeted Area • TV
Rs. 1,20,000/- *(will revise after 20th October 2024))	<ul style="list-style-type: none"> • Registration/Passes at MIPCOM • Meeting space at a common area in Indian Pavilion • Dedicated reception at the Pavilion

Additional MAI Support:

Members whose export turnover during the previous financial year is less than / up to **Rs.50 Crores** and who have completed one year of membership will be eligible for assistance under new MAI scheme up to a maximum of **Rs. 90,000/-** towards air fare, subject to other conditions of new MAI scheme and approval by Ministry.

Keeping in view the importance of this initiative, we request you to proactively participate in **India Pavilion at MIPCOM 2024**. Please register on the link below

<https://forms.gle/1wdxuLdH9NqiX9VCA> latest by **20th October 2024** with full payment. It is important you fill all fields in the google form to avoid any delay in processing.

For any further information you can contact:

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Yours Sincerely,



Dr. Abhay Sinha

Director General