

World Audio-Visual & Entertainment Summit

WAVES 2025

Mumbai, India

1st May - 4th May 2025



India's Legacy

Timeless Wisdom to bring in Global Harmony

India's Rich Cultural Heritage

 **Spirituality and Yoga** emphasise holistic well-being and mental peace

 Rich culture of **Performing Arts** such as Music, Art and Dance

 **Literature and Philosophy** of Vedas and Upanishads

 **Tradition of Storytelling with** epics such as Ramanya, Mahabharata & Gita



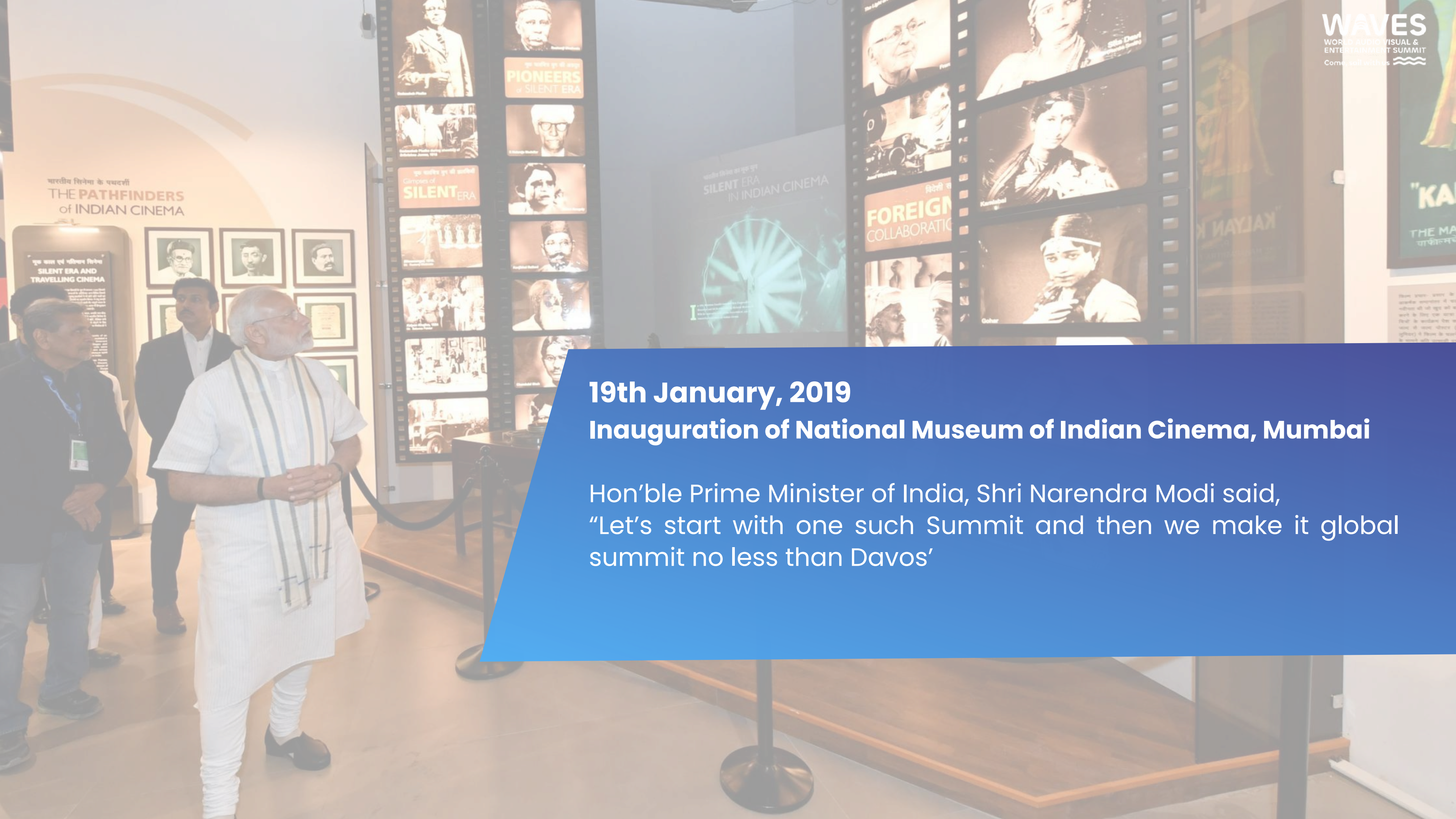
Strengths of M&E Industry

 **Growing economy** & Increasing Consumption

 World's **largest film industry**

 Young & vibrant **Creator ecosystem**

 Rapid **Digital Growth & Internet Reach**



भारतीय सिनेमा के पथदर्शी
THE PATHFINDERS
of INDIAN CINEMA

सुक कासत एवं पतिभार सिनेमा
SILENT ERA AND TRAVELLING CINEMA

सुक कासत सुक की जगह
PIONEERS
of SILENT ERA

सुक कासत सुक की जगह
Glimpses of SILENT ERA

भारतीय सिनेमा का सुक सुक
SILENT ERA
IN INDIAN CINEMA

विदेशी स
FOREIGN
COLLABORATION

19th January, 2019

Inauguration of National Museum of Indian Cinema, Mumbai

Hon'ble Prime Minister of India, Shri Narendra Modi said,
"Let's start with one such Summit and then we make it global
summit no less than Davos'

What is WAVES?

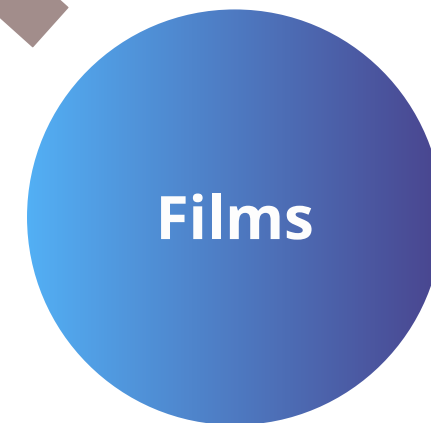
- Social Media Platforms
- OTT
- Online Creators
- App Economy



- News Media
- TV & Radio

WAVES
WORLD AUDIO VISUAL &
ENTERTAINMENT SUMMIT

- Generative AI
- Animation & VFX
- Gaming & esports
- AR/VR/XR
- Comics



- Films & Documentaries



**The world's first convergence event for
the entire Media & Entertainment sector**

World Audio-Visual & Entertainment Summit

...where technology meets human touch

Venue

Jio World Convention Centre
& Jio World Garden

Mumbai, India

Event Outline

Total

4 Days



Duration

1st May 2025–4th May 2025

Conferences
WAVES Bazaar
Creatosphere
WaveXcelerator

3 Days



1st May 2025–3rd May 2025

Exhibition
Gaming Arena

All Days



Business Hrs: 1st May–2nd May 2025

1st May–4th May 2025



WAVES

At a Glance



PM's CEO Roundtable

Opportunity to **interact at the highest level**



Creatosphere

Interact and collaborate with winners of Create in India Challenge **Masterclasses & workshops** for content creators



Announcement of WAVES Awards



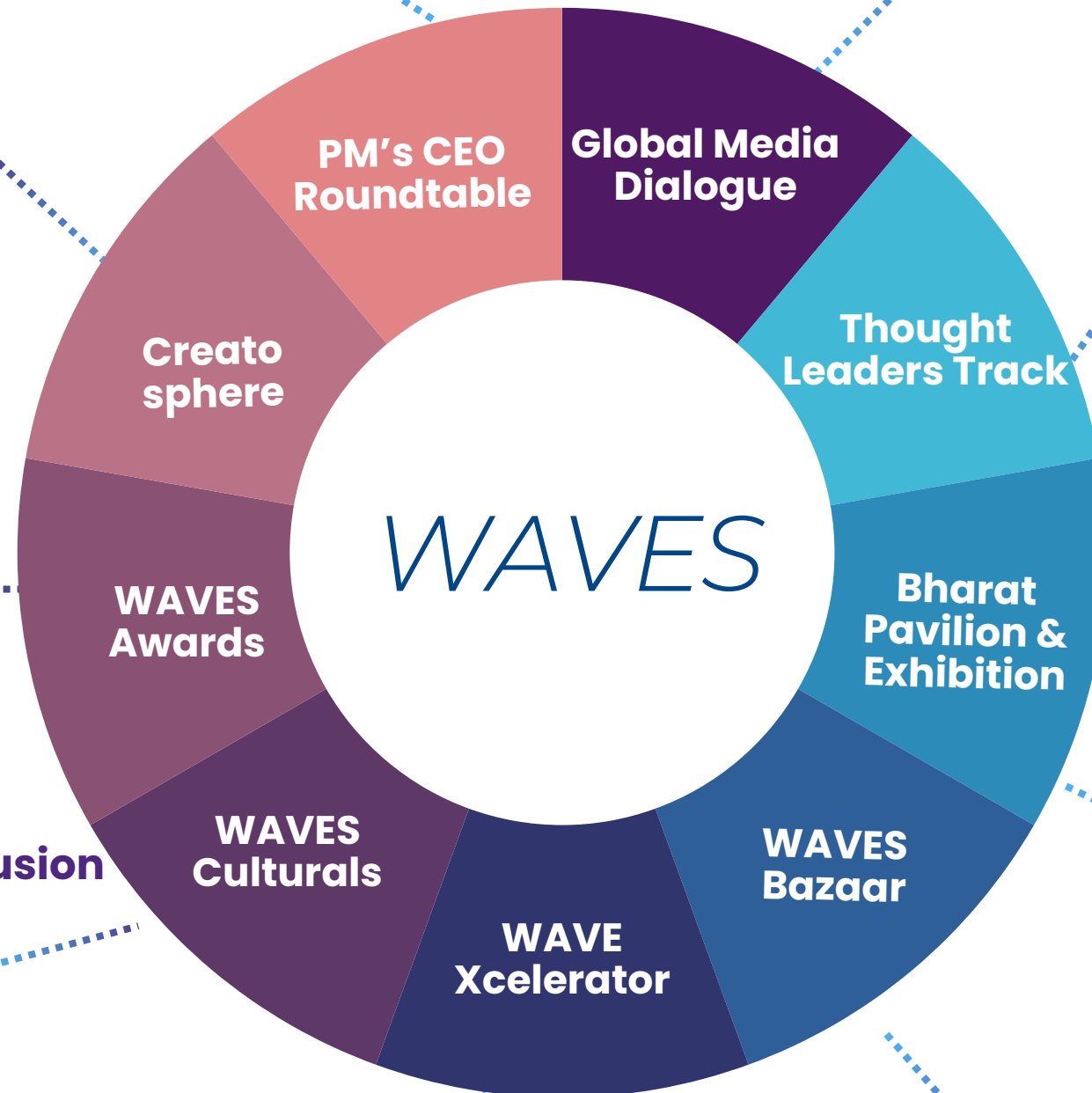
WAVES Culturals

Classical concerts, classicals & fusion performances



WaveXcelerator

Showcasing Indian Media startups

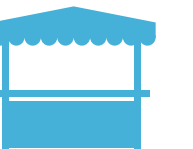


Global Media Dialogue

Opportunity to **interact with Ministers, officials** and **policy leaders** from various countries



Thought Leaders Track Plenary & Conference Sessions



Bharat Pavilion, Exhibition & WAVES Gaming arena



WAVES Bazaar

Explore, engage and collaborate with innovators and content creators

Global Media Dialogue

Ministers Track

Interaction of Ministers and key policymakers dealing with M&E sector across the globe

Outcome

WAVES Declaration 2025



Thought Leaders Track

Plenary Sessions

Conference Sessions

Breakout Sessions

Outcome

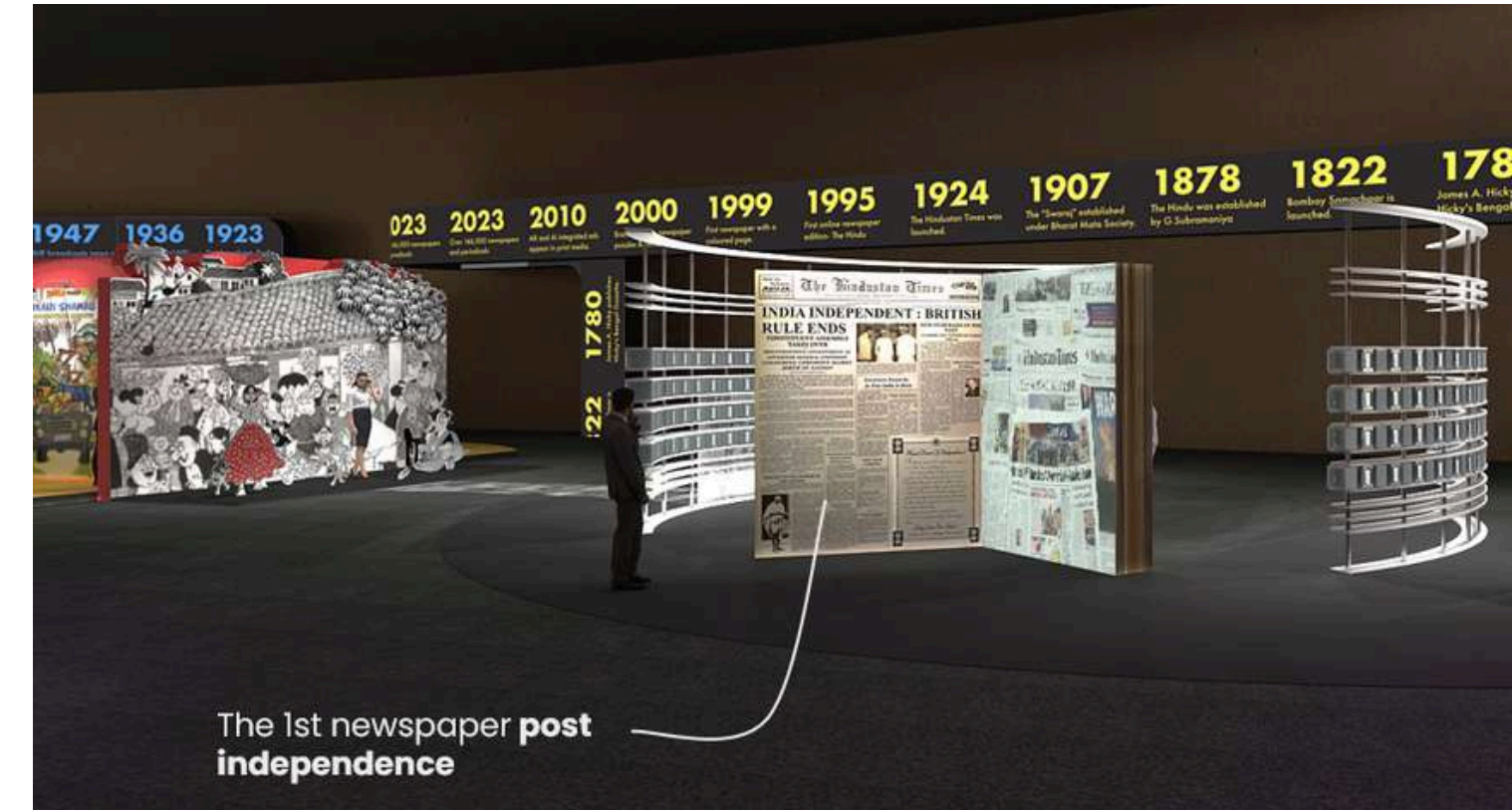
- Gaining global diverse perspectives and insights of top CEOs and thought leaders
- Showcasing Indian M&E Sector to the world
- Strategic discussions for collaborations



Exhibition

Key Highlights

- Participation of M&E companies for B2B collaborations
- Pavilions by major companies in the M&E sector
- Showcasing Indian Intellectual properties
- Experiential and immersive zones
- Gaming Arcade
- Bharat Pavilion



Bharat Pavilion

India as the Content Hub of the World

- A glimpse of the journey of Indian storytelling from Natyashastra to now and beyond.
- Highlighting India's innovations and leadership in M&E Sector

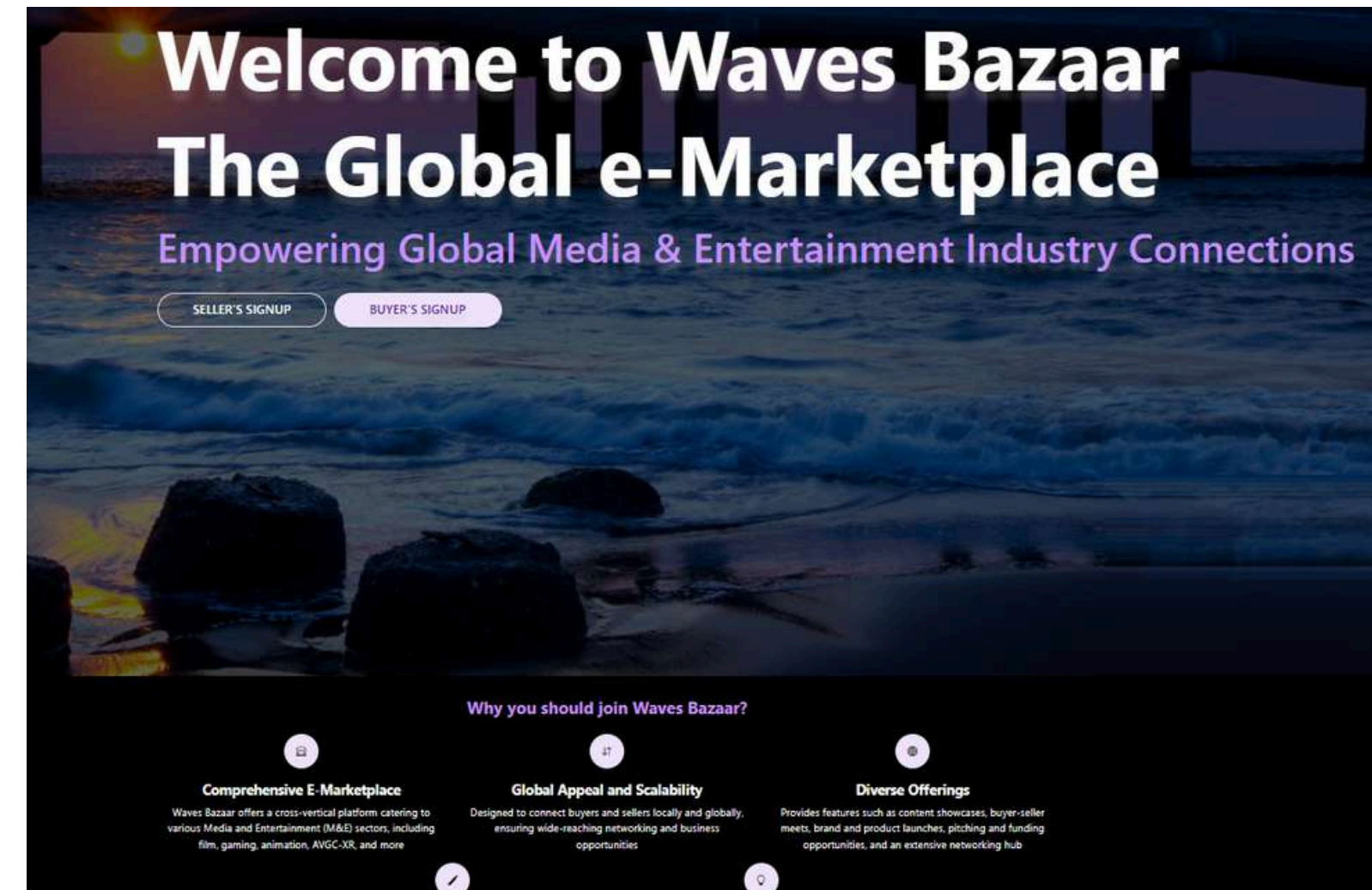


WAVES Bazaar

- Global e-Marketplace for M&E
- Physical meeting spaces for buyers, sellers & other stakeholders at the venue

Outcomes

- Match-making of talented Indian & global creators and studios
- Partnerships for co-production with Indian & global studios
- Networking with global producers & broadcasters
- Cost efficient, high-quality content acquisition



Welcome to Waves Bazaar
The Global e-Marketplace
Empowering Global Media & Entertainment Industry Connections

[SELLER'S SIGNUP](#) [BUYER'S SIGNUP](#)

Why you should join Waves Bazaar?

- Comprehensive E-Marketplace**
Waves Bazaar offers a cross-vertical platform catering to various Media and Entertainment (M&E) sectors, including film, gaming, animation, AVGC-XR, and more
- Global Appeal and Scalability**
Designed to connect buyers and sellers locally and globally, ensuring wide-reaching networking and business opportunities
- Diverse Offerings**
Provides features such as content showcases, buyer-seller meets, brand and product launches, pitching and funding opportunities, and an extensive networking hub

WaveXcelerator

- Exploring Investment opportunity for startups in the M&E sector
- Live pitching sessions for Startups

Outcomes

- Financial Investment
- Support through Incubation & Acceleration Programs in IICT and other educational institutions
- Mentorship program for selected Startups
- Possibility of grants under Startup India mission to be explored



WAVES Culturals

To showcase India's rich and diverse Performing Arts Heritage

Live Concerts

National, International & Fusion Performances

Classicals- showcasing india's diverse tradition of music, dance, etc



'Create in India, Create for the World'

Creatosphere

to amplify

Creators' Economy

Masterclasses/ Workshops

Creators Conclave

Infusion of funds

WAVES CIC Awards: Indian & Global Category

Create in India Challenge Grand Finale





Create in India Challenge Season 1

Films

- Film Poster Making Competition
- Trailer Making Competition
- Young Filmmakers Competition

Comics

- Comics Creator Championship
- AI Comic Chronicles

Animation

- WAVES Anime+Manga Contest
- Animation Filmmakers Competition
- WAVES VFX Competition
- WAVES Awards of Excellence

AR/VR/XR

- XR Creator Hackathon
- A.I. Avatar Creator Challenge

Gaming

- Game Jam
- WAVES ESPORTS Championship
- City Quest: Shades of Bharat
- Innovate2Educate- Handheld Device Challenge
- Tech Triumph Program

Generative AI

- AI Art Design



Create in India Challenge Season 1

Social Media

- Waves Explorer
- Reel Making Competition

Radio

- Community Radio Content Challenge

Advertising

- WAVES Hackathon Adspend Optimizer
- Make the World Wear Khadi

Broadcasting

- WAVES Promo Video Challenge
- Truth Tell Hackathon

Emerging Technology

- India: A bird eye's view
- Anti-Piracy Challenge

Music

- Battle of the Bands
- Symphony of India
- Theme Music Competition
- Resonate: The EDM Challenge
- Wah Ustad

Thank You!



Create in India Challenge Season 1



Association

- Media and Entertainment Association of India (MEAI)
- 1200+ members & associates
- Co-organized GAFX, Asia's largest gaming event
- 13,000 attendees in the event



Overview

WAVES Anime & Manga Contest (WAM!) is an innovative initiative aimed at harnessing the growing interest in manga and anime in India. The competition offers a platform for Indian talent to create localized versions of popular Japanese styles, appealing to both local and global audiences.

Who can participate?

- Students: School and University
- Professionals

[For More Information](#)

Animation Filmmakers Competition



Association

- Dancing Atoms
- Animation Studio
- Creates original IP in partnership with Academy Award and Emmy Award winners

Overview

The competition guides participants through a journey of masterclasses and mentorship to polish their ideas and culminating in a final pitch session at WAVES. Here, finalists present their polished film concepts and pitch them to industry leaders for a chance to win the coveted title and launch their ideas into films.

Who can participate?

- Students
- Professionals



[For More Information](#)

AWARDS of EXCELLENCE

Association

- Association Internationale du Film d'Animation (ASIFA)
- Recognized by UNESCO promoting art, craft and profession of Animation
- ASIFA India has the goal of promoting the art, craft, and profession of VFX, Animation & Gaming

Overview

WAVES Awards of Excellence is a competition for creating showreels and Ad Films. Professionals as well as students currently enrolled in any animation, VFX, gaming, or related program or professional can participate.

Who can participate?

- Students: School and University
- Professionals





Association

- ABAI
- Non-Profit organization representing the Animation, Visual Effects, Gaming, and Comics (AVGC) industry in India
- Multiple initiatives such as Bengaluru GAFX Conference, B2B AVGC Summit, Digital Art Symposium, Digital Art Centers, Mentor 360 studio



Overview

The competition challenges participants to create VFX showcasing "Daily Life Superheroes" tackling mundane tasks with humor. Participants need to create a visual effects sequence or short film featuring a superhero who has extraordinary powers but uses them in the context of everyday, mundane life.

Who can participate?

- Students: School and University
- Professionals

[For More Information](#)

GAME JAM

Association

- India Game Developer Conference (IGDC)
- Features industry giants like Rockstar Games
- Hosts game jams & developer meetups
- 2023 edition: 7 cities, 1330+ developers

Overview

A Game Jam is a hackathon where game developers from all over the country come together to create a game within a limited time based on set themes. Participating in game jams is an excellent way to learn game development, launch successful game companies, and build a career in the industry.

Who can participate?

- Students





Association

- ESPORTS Federation of India (ESFI)
- Governing body for ESPORTS in India
- 18 Member team for Asian Games 2023, placed 5th for League of Legends
- Member of International ESPORTS Federation, Asian ESPORTS Federation and Global ESPORTS Federation



Overview

ESPORTS tournaments featuring eFootball and WCC will be conducted in batches. Each batch will showcase thrilling competitions where the ultimate champions will be crowned at WAVES.

Who can participate?

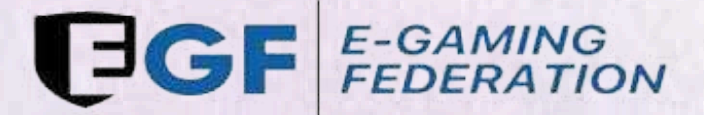
- Gaming Enthusiasts
- Individual Players

[For More Information](#)



Association

- E-Gaming Federation (EGF)
- Represent the complete gamut of online gaming operators including One out of three gaming unicorns in India



Overview

City Quest is an educational game to celebrate Bharat's urban development. This card-based game educates players about the unique attributes of Indian cities, from their cleanliness and development to their educational and healthcare facilities. The parameters for city cards will be taken from Niti Aayog portal SDG India Index (2021).

Who can participate?

- Open to all individuals

[For More Information](#)

Innovate2Educate- Handheld Device Challenge

Association

- Indian Digital Gaming Society (IDGS)
- A non-profit association formed to be the apex body of the Indian Gaming Industry



Overview

The competition invites academia, designers, engineers, and innovators to create a prototype of an educational handheld device that makes learning math, solving puzzles, and enhancing cognitive skills an engaging and interactive experience. The goal is to design a device that is not only educational but also affordable for the mass market.

Who can participate?

- Game Developer & Companies
- Hardware Engineers
- Manufacturers
- Game Enthusiasts

[For More Information](#)

the tech triumph

Association

- Interactive Entertainment and Innovation Council (IEIC)
- Pioneering innovation by supporting domestic talent and exporting Indian tech & Intellectual Property to the global stage.
- Members include Game Developers, Domestic and international Game Publishers, Gaming Investors, Technology Providers, etc.



Overview

The competition is aimed at propelling India's gaming and technology sector. The program focuses on game development, e-sports and the business of gaming. Open for Individual Developers, studios, startups, students and companies developing game essentials like payments, security, live ops.

Who can participate?

- Individual Developers, studios, startups
- Companies developing game essentials
- Students

[For More Information](#)





Association

- Indian Comics Association (ICA)
- Partnered with 16 prominent publishers
- Access to over 200 dedicated artists
- Represents half of the Indian comics industry



Overview

The Comic Creator Championship promises to be a game-changer for India's comic book industry. The competition will unfold across three stages and feature two categories—Amateur and Professional—providing a unique platform for emerging and established creators to showcase their talents on a global scale.

Who can participate?

- Students: School and University
- Professionals

[For More Information](#)

WAVES COMIC CHRONICLES

Association

- Internet and Mobile Association of India (IAMAI)
- Instrumental in shaping India's digital economy
- Has 540 members, including Indian and multinational corporations, as well as start-ups

Overview

This competition welcomes comics submissions on any chosen theme. A valid entry consists of at least 60 panels, where each image or scene constitutes a single panel.

Who can participate?

- Students
- Professionals





Association

- Wavelaps
- Expert in AR, VR, and Metaverse solutions
- End-to-end IT services: Digital solutions, engineering, and cloud computing
- Global client support: Current and future needs and XDG
- Educates and upskills developers

Overview

The XR Creator Hackathon (XCH) invites developers from across India to push the boundaries of augmented and virtual reality. Designed to spark creativity and drive innovation, this event provides a platform for showcasing groundbreaking solutions that can transform how we interact with technology.

Who can participate?

- AR/VR developers and Startups
- Students
- Tech enthusiasts

Wavelaps



[For More Information](#)

A.I. Avatar Creator Challenge

Association

- AVTR Meta labs
- India's First Content Focused Meta Influencer Company
- Combines powerful storytelling with innovative and emerging technologies- 3D and AI



Overview

Participants will create a compelling virtual influencer who embodies the spirit of innovation, creativity, and cultural relevance. The competition will be judged based on three key criteria: the quality of the content, the technology utilised in the project's development, and the purpose of the AI Avatar.

Who can participate?

- Individual Digital Artists
- Digital Art Companies

[For More Information](#)



WAVES AI Art

Gen AI
CATEGORY

Association

- Internet and Mobile Association of India (IAMAI)
- Instrumental in shaping India's digital economy
- Has 540 members, including Indian and multinational corporations, as well as start-ups



Overview

The AI Art Design Challenge is an innovative competition that invites artists, designers, and AI enthusiasts to create immersive and interactive art installations using Artificial Intelligence. The primary objective of the challenge is to design and create engaging audio-visual art installations that showcase AI's capabilities in art.

Who can participate?

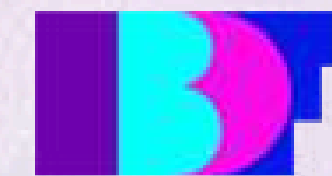
- Artists & Designers
- AI enthusiasts & technologists

[For More Information](#)

WAVES Promo Video Challenge

Association

- Indian Broadcasting and Digital Foundation (IBDF)
- Unified voice of India's television and digital media industry
- Represents over 250 channels and digital platforms



**Indian Broadcasting
& Digital Foundation**

Overview

WAVES Promo Video Challenge invites participants to bring their unique perspective and expertise to craft compelling narratives and cutting-edge videos that resonate with audiences on a profound level. From a visionary director, a creative advertiser, to a pioneering broadcaster, any one with a vision and can participate.

Who can participate?

- Media Houses
- Broadcasting Companies

[For More Information](#)



Association

- India Cellular and Electronics Association (ICEA)
- Apex industry body representing the mobile and electronics sector in India
- Comprises manufacturers, brand owners, technology providers, and retailers



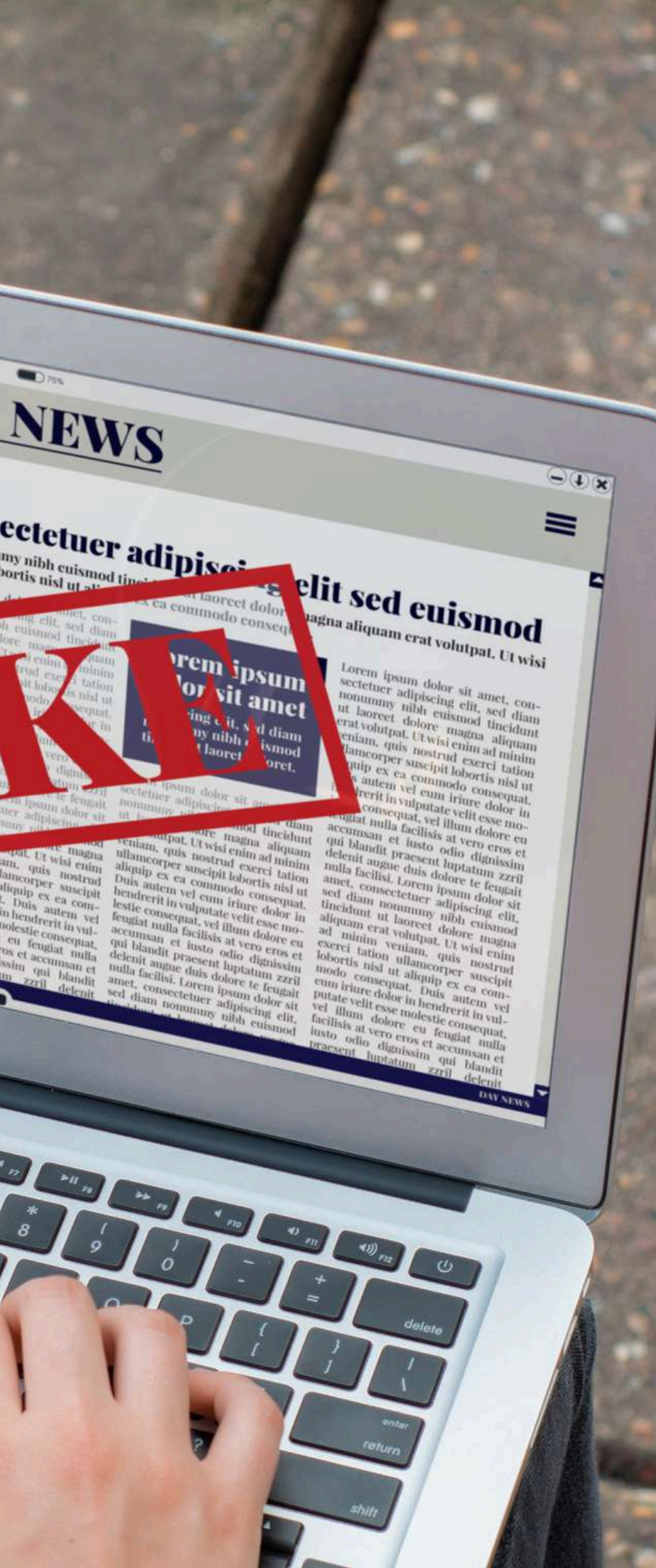
Overview

Participants to develop cutting-edge AI-powered tools for real-time fact-checking during live broadcasts. This hackathon aims to address problem of misinformation and disinformation in the media by empowering broadcasters the ability to verify information instantly.

Who can participate?

- Developers: Students and Professionals
- Data Scientists
- Media Professionals

[For More Information](#)



Community Radio Content Challenge

Association

- Community Radio Association (CRA)
- A platform of functional and upcoming CR stations in India.
- play a vital role in providing a voice to communities.



Overview

The competition invites Community Radio Stations (CRSs) to be a part of WAVES. It is designed to highlight the diverse talents and unique voices that community radio stations bring to the airwaves. It encourages CRSs to submit their most innovative and impactful content.

Who can participate?

- Community Radio Stations

[For More Information](#)

WAVES Hackathon: Adspend Optimizer

Association

- Advertising Agencies Association of India (AAAI)
- Platform for advertising agencies to discuss industry issues, share expertise, and promote the growth



Overview

The AdSpend Optimizer Hackathon is an intensive, collaborative event that focuses on developing cutting-edge predictive analytics tools to revolutionize ad spend optimization across various channels. Participants will leverage data science, machine learning, and statistical modelling to create solutions that enable advertisers to make data-driven decisions, maximize ROI, and achieve their marketing goals more effectively.

Who can participate?

- Advertising agency
- Marketing Department of a company

[For More Information](#)

Make the World Wear Khadi

Association

- Advertising Agencies Association of India (AAAI)
- Platform for advertising agencies to discuss industry issues, share expertise, and promote the growth



Overview

Develop an innovative advertising campaign that positions Khadi as a global brand. Explore innovative design concepts in any advertising format to position Khadi as a desirable and aspirational brand.

Who can participate?

- Advertising Professionals
- Advertising Freelancers

[For More Information](#)





WAVES Explorer

Social Media
CATEGORY

Association

- Internet and Mobile Association of India (IAMAI)
- Instrumental in shaping India's digital economy
- Has 540 members, including Indian and multinational corporations, as well as start-ups



Overview

Embark on a captivating journey with Waves Explorer 2024, a vibrant celebration of India's rich cultural tapestry, heritage, and boundless creativity. Create YouTube (max 1 minute) or a vlog (max 7 minutes) showing your favorite things about India.

Who can participate?

- Open to all individuals 18 years and above

[For More Information](#)

Social Media
CATEGORY

WAVES

Reel Making

Association

- Internet and Mobile Association of India (IAMAI)
- Instrumental in shaping India's digital economy
- Has 540 members, including Indian and multinational corporations, as well as start-ups

Overview

It's a competition to empower creators and enthusiasts to showcase their creativity using Meta's tools. The challenge invites participants to create engaging reels on themes of food, travel, fashion, dance, music, gaming, yoga & wellness and tech.

Who can participate?

- Open to all individuals 18 years and above



[For More Information](#)



Film
CATEGORY

Film Poster Making Competition

Association

- NFDC – National Film Archive of India
 - Member of the International Federation of Film Archives
- ImageNation Street Art
 - A public art organization curating street art, fine art, exhibitions, workshops, contests and festivals to promote art and culture



Overview

The Film Poster Making Challenge is a unique opportunity to create innovative and visually compelling reimagined film posters to celebrate and promote the rich film poster heritage of India. This competition seeks to identify and reward outstanding artistic talent in digital and hand painted poster creation and showcase their creativity

Who can participate?

- Open to artists and students 18 years and above

[For More Information](#)

Trailer Making Competition

Association

- Federation of Indian Chambers of Commerce & Industry (FICCI)
- Voice of India's business and industry
- Diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

NETFLIX



Overview

Invitation to filmmakers - both seasoned & emerging—to craft compelling and engaging trailers using Netflix content. This is a chance to reimagine iconic scenes or highlight fresh perspectives through the art of trailer-making. Through expert-led training sessions, participants will learn key skills in storytelling, video editing, and sound design, preparing them to craft high-quality trailers.

Who can participate?

- Students and aspiring filmmakers who are 18 years and above

[For More Information](#)



Young Filmmakers Challenge

Association

- Whistling Woods International
- Partnerships with industry leaders like Sony, Netflix, and Amazon Prime
- Collaborations with international institutions
- Alumni network in prominent media and entertainment companies



Overview

Young filmmakers, aged 12 to 19, will showcase their creativity and technical prowess through concise 30-60 second films. This initiative aims to foster innovation, storytelling abilities, and digital literacy among the youth.

Who can participate?

- Participants of age group 12-19

[For More Information](#)

Battle of the Bands

Association

- Prasar Bharati
- A key player in the Indian music landscape
- Promotes diverse genres, nurturing talent, and preserving heritage



Overview

A competition inviting bands to create a fresh, contemporary blend of modern Music with traditional folk piece. The audition material must feature an original composition or a traditional folk song not restricted by copyright. The submissions must include the introduction of the band and the performance of the song.

Who can participate?

- Indian Artists and Bands
- International Artists and Bands

[For More Information](#)

Symphony of India

Association

- Prasar Bharati
- A key player in the Indian music landscape
- Promotes diverse genres, nurturing talent, and preserving heritage



Overview

This competition will invite soloists and ensembles to showcase their virtuosity in traditional Indian instruments. Participants must submit 3 to 5 recorded performances of their chosen instrument. Each recording should reflect the musician's unique style, expertise, and musical progression.

Who can participate?

- Solo Musicians
- Instrumental Ensemble

[For More Information](#)

Theme Music Competition

Association

- Indian Music Industry (IMI)
- Apex body representing the interests of the recorded music industry in India
- Works to protect copyright, promote fair valuation of music rights, and foster a thriving music ecosystem



Overview

The challenge invites songwriters, singers, performers and music creators to create and share a piece of music, not less than 1 minute, that resembles Indian classical music or a fusion of classical and contemporary music instruments and styles. The theme of the competition is "Song of India".

Who can participate?

- Songwriters
- Singers/ performers
- Music Creators

[For More Information](#)



Association

- Dilli Gharana
- A 900-year old musical tradition and the oldest of the khayal gayaki gharanas in India, Dilli Gharana is a one-of-its kind institution that works solely towards promoting Indian Classical Music amongst the youth.



Overview

This challenge is dedicated to discovering, celebrating, and promoting India's most exceptional vocal talent in classical and semi-classical music. With a mission to preserve and honor India's rich cultural heritage, the competition provides a prestigious platform for young, classically trained vocalists to showcase their skills.

Who can participate?

- Students
- Professionals

Resonate: The EDM Challenge

Association

- Indian Music Industry (IMI)
- Apex body representing the interests of the recorded music industry in India
- Works to protect copyright, promote fair valuation of music rights, and foster a thriving music ecosystem



Overview

The competition aims to spotlight and celebrate global talent in the production of Electronic Dance Music (EDM), fostering collaboration, innovation, and creativity in music production and live performance.

Who can participate?

- Artists, Composers with an experience of creating & producing EDM

[For More Information](#)

India: A Bird's Eye View

Association

- Broadcast Engineering Consultants India Limited (BECIL)
- BECIL's expert reservoir integrates the expertise of All India Radio (AIR) and Doordarshan (DD)



Overview

This challenge invites participants to create a video showcasing India from a bird's-eye perspective using Drone Technology. Open for drone pilots /and filmmakers, the challenge invites you to create a 2-3 minutes video on the breathtaking beauty and diversity of India through the unique perspective of Aerial Drone Cinematography.

Who can participate?

- Students
- Video Editors
- Professional Drone Pilots
- Filmmakers

[For More Information](#)



Anti-Piracy Challenge

Association

- Confederation of Indian Industry (CII)
- India's largest industry association with a vast network of members across sectors



Confederation of Indian Industry

Overview

The competition is open to individuals, research teams, startups, and established organizations with expertise or interest in digital content security. All submissions must include a working prototype of the technology, demonstrating its core functionality and real-world application potential.

Who can participate?

- Individuals and research teams
- Startups and organizations with expertise in digital content security

[For More Information](#)

ROLL

OUND

Grab the opportunity to Participate...

REGISTER NOW



Visit

<https://wavesindia.org/challenges-2025>

Also on

<https://www.mygov.in>

ANIMATION



GAMING

