

Mumbai: The Hub of Indian Cinema

1. Introduction

Maharashtra, the entertainment colossus of India is a major contributor to the Indian film industry in terms of number of films produced and released. Apart from the commercial feat as the biggest trade and commerce center in the country, Mumbai is also home to Bollywood film industry. Over 70% of Indian motion pictures, television serials and commercials are produced in Mumbai itself.

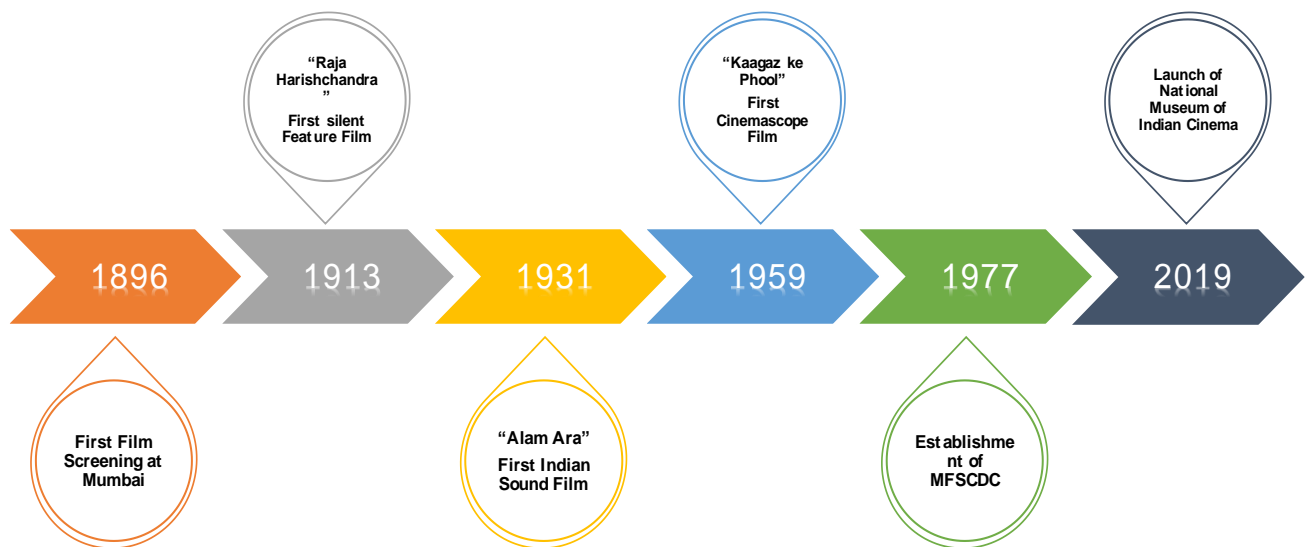
The term Bollywood is imbibed from the merger of the term Bombay (now Mumbai) and Hollywood, depicting the significance of the city on its film industry. Concentration of production houses and presence of film fraternity has resulted in the influx of talent from across the country resulting in the creation of jobs and economic growth.

2. History of Mumbai Film Industry

Mumbai is the birthplace of the Indian film industry which came into existence after the first film screening at Watson Hotel, Mumbai, back in 1896. Lumiere Brothers were the first to introduce cinematography to India by showcasing six short films at Watson Hotel, Mumbai. It was in 1913 when the first silent feature film of India *Raja Harishchandra* was made by Dadasaheb Phalke and by 1930 film industry started producing more than 200 films every year. It was in 1931 when the first Indian sound film *Alam Ara* was, produced by Ardeshir Irani while in 1950s, the first color films of the Bollywood were released.

Another milestone was scaled by Mumbai city on 26th September 1977, Maharashtra Film, Stage & Cultural Development Corporation Ltd. alias Filmcity was established by the Department of Cultural Affairs Government of Maharashtra. Since then Indian Cinema has made a long journey from simple silent movies to technically advanced movies of the present-day, majority of which produced in the studios of Mumbai.

Figure 1: Evolution of film industry in Mumbai



3. Film Infrastructure in Mumbai

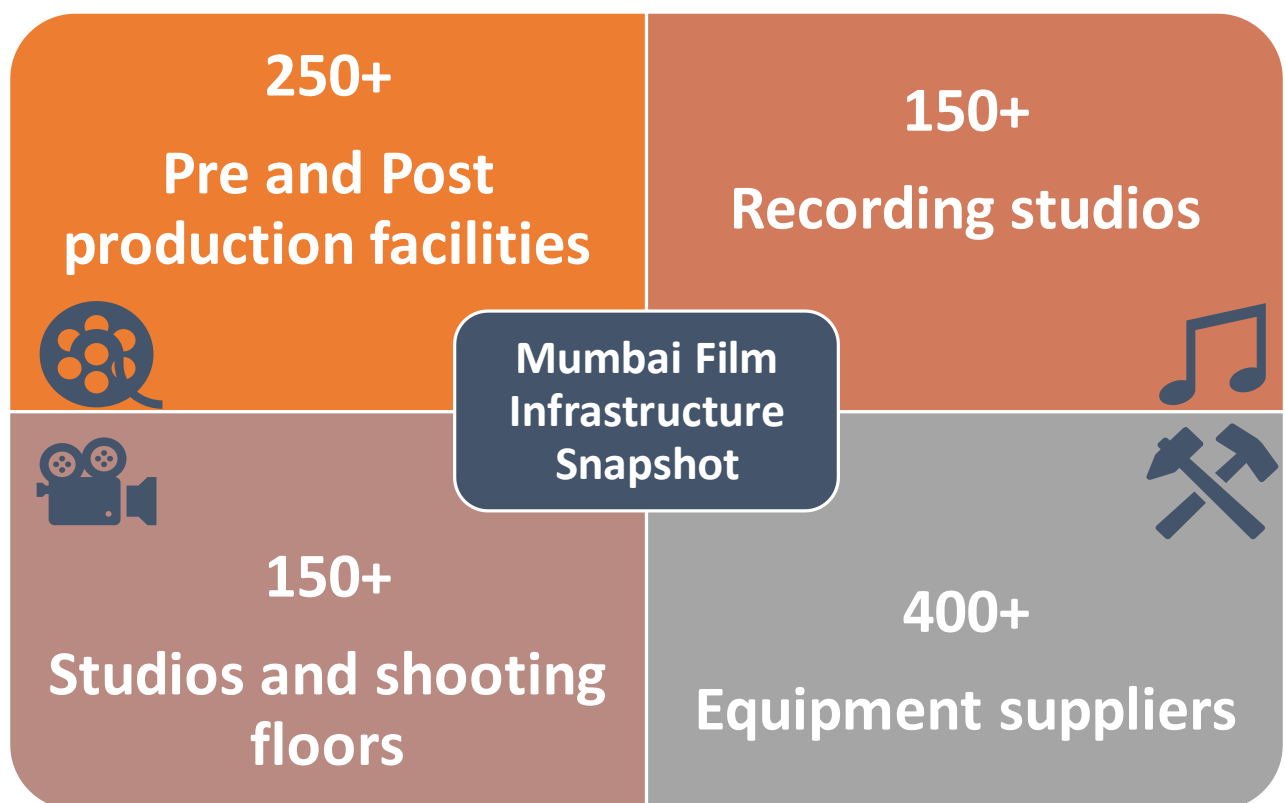
Mumbai has a ready support infrastructure for film industry, which makes it one of the most sought after shooting destination in India. The Indian Film Industry is biggest in the World in terms of films produced and movie tickets sold annually. In India 1,986 films were produced as on 2017, out of which **364 Hindi and 181 Marathi films were produced in Mumbai and Maharashtra.**

Majority of industry stakeholders are based out of Mumbai such as producers, actors, directors, musicians, art directors, technicians, etc. Mumbai is home to Dadasaheb Phalke Chitranagri (Filmcity) which offers infrastructure comprising of 16 studios, over One lakh sq. ft. (approx.) of built-up air-conditioned and acoustically treated studio facilities-with power, water, trained support staff, catering and hospitality facilities along with the vast expanse of lush green land with over 40 ideal shooting locations.

Apart from filmcity, Mumbai boast of number of film studios such as Natraj in Andheri, RK Studio in Chembur, Yashraj Studios in Andheri, Filmistan in Goregaon, Kamalistan in Jogeshwari, ND Studios in Karjat, Mehboob Studio, Chandivali Studio, Famous Studio, etc. These studios transform themselves into various places/ locations based on the requirement and provide an attractive backdrop for many films.

National Museum of Indian Cinema has been recently inaugurated by Prime Minister Narendra Modi in Mumbai, which offers a glimpse of Indian film history and promote cinema as a medium of artistic expression in the country and globally.

Figure 2: Evolution of film industry in Mumbai



Mumbai also the largest support infrastructure base in terms of production houses, pre and post production studios, recording studios, film studios, equipment suppliers, etc. in India. The State has the most robust shooting friendly industry infrastructure in the country.

4. Initiatives to promote films in Mumbai

Mumbai has been on the forefront of promoting the dynamic film industry by continuously taking measures such as easing filming process, offering information on location and location promotion, incentivizing the regional film production and hosting National and International events.

Figure 3: Initiative to promote film industry in Mumbai



4.1 Incentive & Support

4.1.1 Financial Assistance

Maharashtra Cultural Affairs Department offers Film finance assistance scheme, under the name “Darjedar Marathi Chitrapat Arthsahaya Yojna to Marathi films. The incentives/assistance are offered as per the category described below:

- Marathi Films which scores 71% and above marks is Graded “A” category and granted a financial assistance of INR. 40 lac
- Marathi films scoring 51% to 70% marks are Graded “B” category and granted a financial assistance INR. 30 lac.
- Every year State government declares State Film awards, wherein the 1st best movie gets a prize money of INR. 4 lac.

For more information please click here: <http://www.filmcitymumbai.org/attachment/Subsidy-GR.pdf>

4.1.2 Tax Exemption and Concession

Marathi films also get 100% entertainment tax exemption on theatrical release in Maharashtra State. Marathi films enjoy Concession/Rebate in Film/TV shooting charges at various government owned sites/locations. i.e. Dadasaheb Phalke Chitranagari Goregaon (East), Municipal Corporation of Greater Mumbai, Department of Archaeology and Museum of Maharashtra, BEST, Maharashtra Maritime Board, etc.

4.2 Location Compendium & Database

Location Compendium plays a key role in promoting the film shooting locations in the state and offers sneak peek into the state offerings in terms of locations. Location compendium markets the major

locations in the state as shooting and filming destinations which also lead to increase influx of tourist making it a tourist hotspot. Maharashtra has its own location compendium named “Spotlight” which highlight top 100 scenic locales in Maharashtra where majority of the film shooting takes place. It categorizes the locations in 14 categories and also highlights the major permissions required to film in these locations.

Please click here for Location Compendium: <http://www.filmcitymumbai.org/maharashtra-locations-compendium.html>

4.3 Single Window Facilitation

Maharashtra Film Cell (MFC) is unique initiative by the state government which serves as one stop solution for obtaining film shooting permissions in the state. MFC works to enable international as well as domestic producers, filmmakers to seek filming/ shooting permissions for multiple locations through the single window system.

MFC has been developed as per the GR issued on 22 May 2018 and functions as single portal to issue all the film shooting permission in the state by onboarding all the stakeholder departments in the state. Maharashtra Film, Stage & Cultural Development Corporation (MFSCDC) is the designated nodal agency to oversee the functioning of SWFC.

The aim is to provide single interface for the producers for the complex, multi-agency organizational arrangements by streamlining the overall permission process and give out film shooting permission in 15 working days.

4.4 Events & Film Festivals

Mumbai city is known for its vibrant colors, festivals, events and trade meets. City is a host prestigious Mumbai Film Festival, Mumbai International Film Festival and Kala Ghoda Arts Festival among others, which offers clear glimpse of city’s lively spirit and culture. The list of major film related events and festivals is given below:

Table 1: List of major film related events

SN.	Events
1.	Mumbai International Film Festival
2.	Kashish Film Festival
3.	MAMI
4.	FICCI Frames
5.	Maharashtra State Awards
6.	Cine Locales
7.	Filmfare Awards
8.	Kala Ghoda Film Festival
9.	Apsara Film & Television Guild Awards
10.	Dadashaheb Phalke Award
11.	Big Star Entertainment Awards
12.	Zee Cine Awards
13.	Filmfare Shortfilms Awards

Apart from above mentioned events, Mumbai often host national and international trade shows and film conferences to promote the filming in the city.