

EEMA ELEVATE

NEWSLETTER

March 2025

Issue #06

“ An event's true success
is not in its execution,
but in how it makes people feel
long after it's over. ”

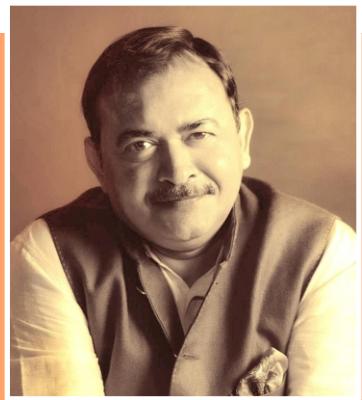


Highlights

- The President's Desk
- South Factor
- WeCare event on Women's International Day

LETTER FROM THE PRESIDENT'S *Desk*

Our industry continues to achieve remarkable milestones, and EEMA proudly celebrates the success of South Factor 2025 and 25 years of IIFA in cinema. South Factor 2025 in Visakhapatnam brought together industry leaders, setting new benchmarks with insightful discussions, impactful sessions, and unmatched networking.



Meanwhile, IIFA's 25-year journey as a global ambassador for Indian cinema has been recognized by the Hon'ble Prime Minister of India for its contributions to the industry and young talent. On behalf of EEMA, I congratulate Sabbas Joseph (National Advisory Council Member EEMA) and the IIFA team for shaping the creative economy by providing a platform for emerging artists and fostering global collaborations.

These achievements reaffirm EEMA's commitment to driving the industry forward with innovation, collaboration, and excellence.

Warm regards,

Samit Garg

President, EEMA

EEMA Pulse

Internal Highlights

EEMA South Factor 2025 unfolded in spectacular fashion at Radisson, Vizag, bringing together the entire EEMA National Executive Committee (NEC), over 250 event planners and 100+ vendors from across India. The two-day event featured thought-provoking discussions, insightful keynote addresses, and engaging panel sessions led by industry stalwarts, including Samit Garg, President EEMA; Sagar Pingali, EVP EEMA, D.V. Vinod Gopal, VP South; Sonu Nanda, VP East; Lalit Gattani, and Harshal Kothari, VP West.

EEMA South Factor 2025 – A Grand Showcase of Collaboration & Excellence





A special address by Ms. Amrapali Kata, IAS, Managing Director, AP Tourism Development Corporation, emphasized the role of tourism and events in driving economic growth. The event also celebrated inclusivity through an impactful WeCare session led by Sushma Gaikwad, fostering discussions on well-being and equality in the workplace. From cultural performances and a mesmerizing magic show to a rejuvenating yoga session, South Factor 2025 was a perfect blend of knowledge, networking, and celebration—truly a testament to EEMA's commitment to industry excellence.

Beyond Tokenism: Creating a Safe & Equitable Industry

Women's International Day on 8th March 2025 was celebrated at EEMA by not only focussing on women but highlighting safety and equality at the workplace, across genders. WeCare, an initiative of EEMA, organized a very scintillating virtual panel discussion at the Michael Menezes Auditorium under the E-maestro Series. The eminent panelists representing different facets, addressed the urgent need for genuine inclusivity and workplace safety. Led by Sushma Gaikwad, Chairperson WeCare, the conversation moved beyond surface-level representation to focus on real, actionable change within the experiential industry.



A Panel Discussion - initiative of WeCare



RJ Malishka, known Indian Radio personality, Priyanka Chaturvedi Agarwal, Co-founder & Head, Inclusion; Anjali Mohite, Zonal HR Head, Hindustan Coca-Cola Beverages; Punit Jasuja, Designer & Wedding Planner; and Gitikka Ganju Dhar (Chairperson EEMA Artiste Committee) shared personal experiences on workplace challenges, while emphasizing how harassment is about power dynamics. They also highlighted the corporate perspective on POSH implementation, and the importance of fairness in leadership.

The session concluded with an industry-wide pledge to uphold safety, inclusion, and accountability at every level. Many attendees later reached out to continue the dialogue, reinforcing the need for ongoing conversations and actionable commitments.

Interactive Session on HR Practices by EEMA West



EEMA West hosted an engaging interactive session on HR Practices, focusing on industry-specific challenges and solutions for fostering effective workplace management. Harshal Kothari, VP West, introduced the speaker, Suparna Puri Thakkar, who shared valuable insights on modern HR strategies, talent retention, and building a positive work culture.

The hybrid event encouraged open discussions on best practices, addressing key concerns in the events industry, and exploring ways to enhance employee well-being and productivity. Attendees actively participated, making it a thought-provoking and insightful exchange of ideas.

EEMA at the Stakeholder Consultation Meeting on E-Visa Facilities

chaired by Secretary, Ministry of Tourism

On March 25, 2025, Ankur Kalra (General Secretary, EEMA), Preerna Saxena (Chairperson, EEMA Wedding Council), Sabbas Joseph (EEMA NAC Member) and Priti Khanna (Executive Director, EEMA), participated in a key stakeholders' consultation organized by the Ministry of Tourism. The discussion focused on improving the visa process and enhancing air connectivity with ASEAN countries to boost tourism and business opportunities. The session brought together officials from various government departments including the Ministry of Home Affairs and Ministry of External Affairs as also industry associations.



Later in the afternoon, EEMA Wedding Council that consists of leading wedding planners met with Ms. Mugdha Sinha, Director General, Ministry of Tourism, to highlight key concerns within the wedding sector and how to take the wedding tourism strategy forward. The discussion included insights from Sabbas Joseph, Vinod Bhandari, Vandana Mohan, Rajeev Jain, Preerna Saxena, Chetan Vohra, Vijay Arora and Ankur Kalra. They proposed setting up more wedding venues PAN India that could accommodate large weddings so India could be priced competitively in Asia as well as creation of a single-window system for permissions. Ms. Mugdha Sinha gave a patient hearing and assured the gathering that she would try to resolve the existing problems by getting other stakeholders on the table.

EEMA at 2nd Tourism Sustainability Summit 2025

EEMA Executive Director Priti Khanna represented EEMA at the 2nd Tourism Sustainability Summit 2025 held on March 26, 2025, at Hotel Le Meridien, New Delhi. Organized by FHRAI, in collaboration with PHDCCI and HRANI, the summit convened industry leaders and policymakers to discuss sustainable tourism initiatives. With Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tourism & Culture, and Shri Suman Billa, IAS, Additional Secretary, Ministry of Tourism, among the distinguished speakers, discussions focused on aligning Indian tourism with global sustainability goals while ensuring long-term economic growth through responsible practices.



EEMA West Committee Engages with Goa Members for Future Initiatives

The EEMA West Committee had a wonderful and engaging meeting with EEMA Goa members, fostering a spirit of collaboration and growth. The discussion was positive and productive, with a mutual agreement on several exciting initiatives aimed at strengthening the Goa market.

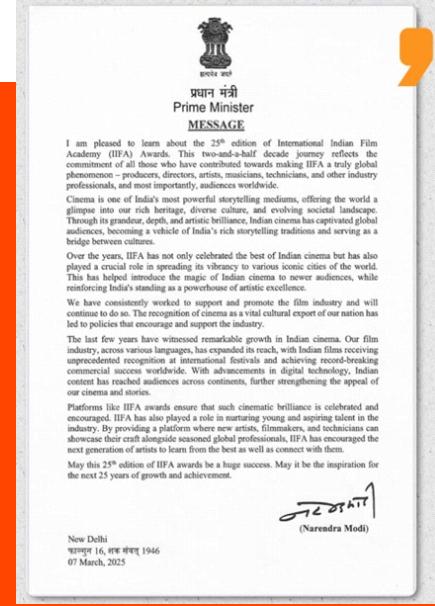
Goa's EEMA members expressed great enthusiasm and a strong commitment to contributing toward elevating EEMA's presence in the region. With their support, the association is set to introduce exciting new initiatives that will drive innovation and growth in the industry.

Stay tuned for more updates, as we gear up to unveil these initiatives soon. Looking forward to everyone's continued support in making this vision a reality!



Celebrating the Silver Jubilee of IIFA!

EEMA is delighted to announce that Mr. Rajeev Jain, a distinguished founding member of our organization, has been appointed Chair of the PHDCCI Entertainment Committee for 2024-25. This esteemed appointment marks a significant milestone and underscores EEMA's unwavering commitment to leadership and advancement within the Indian Weddings and Event industry landscape.



25 Years of IIFA— A Global Legacy in Indian Cinema

For 25 years, the International Indian Film Academy (IIFA) has redefined Indian cinema on the global stage, transforming Bollywood into a worldwide phenomenon. What began as a vision evolved into an unparalleled celebration of films, culture, and talent.

As IIFA marked its Silver Jubilee, it received a special tribute from the Hon'ble Prime Minister of India, recognizing its role in nurturing young talent and shaping the creative economy. The 25th edition of IIFA, aired on March 16, 2025, on Zee TV, was a grand spectacle of performances and cinematic brilliance. From London to Singapore, Dubai to Madrid, IIFA has taken Indian cinema worldwide, becoming more than an awards show—it's a cultural movement uniting audiences across continents.

As we celebrate this milestone, we honor IIFA's legacy of excellence and look forward to an even brighter future for Indian cinema on the global stage!

Key Insights from "Shape the Future: Indian Media and Entertainment is Scripting a New Story"

The report titled "Shape the Future: Indian Media and Entertainment is Scripting a New Story" by EY highlights several key developments in India's Media and Entertainment (M&E) sector:

- **Digital Media Surpasses Television:** In 2024, digital media overtook television to become the largest segment of the Indian M&E industry, contributing 32% of the total revenues.
- **Overall Industry Growth:** The M&E sector grew by 3.3% in 2024, reaching INR2.5 trillion (US\$29.4 billion).
- **Projected Expansion:** The industry is expected to grow by 7.2% in 2025, reaching INR2.68 trillion (US\$31.6 billion), and is projected to further expand to INR3.07 trillion by 2027.
- **Transformation in Content Dynamics:** The shift towards digital has redefined content creation, distribution, and monetization, emphasizing information, escapism, materialism, and self-actualization.

These insights underscore the rapid evolution of India's M&E sector, highlighting the growing dominance of digital platforms and the industry's robust growth trajectory.

Source: <https://www.ey.com/content/dam/ey-unified-site/ey-com/en-in/insights/media-entertainment/images/ey-shape-the-future-indian-media-and-entertainment-is-scripting-a-new-story.pdf>

Here is a

Tip For You

Neha Kakkar Melbourne Concert: Challenges & Learnings

Challenges

The concert experienced unexpected delays, leading to a long wait for attendees. Limited real-time communication from the organizers caused confusion among the audience. As a result, some attendees expressed their concerns on social media, while others requested refunds. The situation highlighted the importance of efficient event management and proactive crisis handling to ensure a smooth experience for both the artist and the audience.

Solutions

- **Better Artist & Organizer Coordination:** Establish strict arrival schedules with buffer time and use real-time tracking for artist logistics.
- **Transparent Communication:** Provide live updates through event apps, social media, and venue announcements to keep attendees informed.
- **Efficient Backup Planning:** Prepare secondary performances or pre-recorded content to engage the audience in case of unexpected delays.
- **Clear Ticketing & Refund Policies:** Offer partial refunds, discounts for future events, or VIP experiences as goodwill compensation for major disruptions.
- **Crisis Management Strategy:** Train staff to handle audience concerns professionally and issue immediate public statements from both the artist and organizers to maintain credibility.

**"True event safety
isn't about reacting to problems—
it's about anticipating them.
A well-prepared event isn't just secure,
it's seamless."**



Advertise with Us – Expand Your Reach!

Tariff Card

EEMA
Event & Entertainment
Management Association

Newsletter

Location	Full Page	Half Page	Quarter Page
Front & Back Page	₹ 25,000	₹ 15,000	₹ 8,000
Inside Pages	₹ 15,000	₹ 10,000	₹ 6,000

Website Banner

₹ 25,000 Per Month Maximum of 5 Banners on EEMA Website Masthead

WhatsApp Blast

EEMA Member Groups	Only Groups (Platinum/Social/Regional)	₹ 5,000 Per Message	Event Industry Professionals
Entire Database	10,000 + (All Groups)	₹ 10,000 Per Message	Leaders / Associations / Corporates

Email Blast

Emailer	₹ 10,000	Per Blast	Entire Experiential Industry (10K+)
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EEMA Conference Room Rental

EEMA Office	Half Day (10 AM - 2 PM / 2 PM - 6 PM)	Full Day (10 AM- 6 PM)	Inclusive of AC, Electricity, Tea, Coffee (Upto 10 Pax)
Rental	₹ 4,000	₹ 6,000	

Rate Categories

Non Members	As quoted above
COREA Members	10% less on all rates quoted above
EEMA Members	25% less on all rates quoted above

All rates are exclusive of applicable GST.
To be paid to EEMA in advance.

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Upcoming Events:

Mark Your Calendars!

Event	Date	Location
EEMA East Conclave 2025 A premier gathering of industry leaders, innovators, and professionals to explore growth opportunities in the Eastern region.	10th & 11th April 2025 https://events.eemaindia.com/reg-events/gjdh1b-eema-east-conclave-2025	Mayfair Lagoon Bhubaneswar
Spotlight Awards 2025 Celebrating excellence in the events industry—nominate now and be part of this grand recognition!	25th May 2025 https://spotlight.eemaindia.com	Club Riviera Gurugram
EEMAGINE 2025 EEMA's flagship convention bringing together the brightest minds to discuss the future of the experiential industry.	1st- 3rd August 2025	Fairmont Hotel Udaipur

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<https://eemaindia.com/newsletter>

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