

About Us:

Indian Film Studios (IFS) is a rapidly growing organization that has taken assured strides towards carving a niche in the Indian film industry within a very short span. The company's vision is to create an ecosystem for content in the prolific entertainment industry and emerge as a leading organized player. Towards this goal, it has strengthened its focus to create a robust system that renders a more structured and professional approach of operation despite the constantly evolving dynamics of the Industry.

The Team

A young and energetic team with in-depth knowledge and vast experience is the driving force of the studio. All personnel, including its founding members are domain experts with a varied range of experience in the niche areas of the business of entertainment. Their dynamic and futuristic ideas give a distinctive edge to the organization in terms of innovation, creativity and thought leadership.

Journey so far

The inception of IFS in 2014 marked the beginning of the journey of an integrated film studio, a one-stop-shop offering end-to-end solutions catering to the entire spectrum of the film value chain- **production, distribution, marketing & promotion, monetization of content and talent management.**

IFS is focused towards leveraging the increasing appetite for differentiated content amongst the Indian audience. The organization provides a great platform for budding filmmakers to showcase their talent by promoting clutter breaking content that strikes the right chord with a discerning audience. In a short span of time, IFS has already produced three regional films from its stable with an impressive slate of Hindi feature films in the pipeline.

Also, in its repertoire is the distribution of cinematographic films at an expansive scale, both at a national and global level. Their objective is to penetrate into potential markets which were erstwhile untapped and opening up new horizons to significantly widen the reach through viable marketing strategies. Apart from Bollywood, the burgeoning demand for Hollywood and regional content has fueled the need for building a formidable network that maximizes viewership even in tier 2-tier 3 cities. IFS is committed to creating a seamless countrywide and global distribution network, easing out the existing bottlenecks within geographies to maximize revenues for all stakeholders. The company has demonstrated commendable expertise in this field by distributing a whopping count of 10 movies with an excellent line up of multilingual films.

Additionally, IFS offers specialized and cost efficient solutions for the marketing and promotion of the films it undertakes. The marketing campaigns are strategically planned to effectively leverage a gamut of platforms including conventional media vehicles like print, television, radio as well as popular digital channels like the various social media platforms, Over-the-Top content (OTT) and other major entertainment content platforms.

IFS puts a strong emphasis on monetization of content by making use of analytical solutions to assess audience behavioral trends across various touch points and maximize the return on investments.

And last but definitely not the least, their talent management capability backed by strong relationships with talent which is imperative in the Indian market, ensures effective time management which is a cornerstone of best practices, cost control and revenue optimization in the entertainment industry.

The Future beckons

Catering to the needs of different spaces and audience taste, the organization has charted out an expansion roadmap that will eventually see it foraying into content creation for television and digital platforms. IFS believes in the interdependency of various medium in the lifecycle of content creation and marketing, hence the road ahead will be forged with a view to build a system that is effective and fool proof for content exploitation in the best interest of all stakeholders.

The growth trajectory of the Indian film industry is poised at a CAGR of 10.5% in the period of 2015-2020, of which a staggering upsurge of 30% and above growth rate will be in digital revenues. The audience palate is evolving and the demand for strong content backed by stellar performances will emerge as the foremost beacons of success. Riding on this wave of digitization, IFS will continue to strive towards a quest for excellence in creating refreshing content and exploring diverse channels in the business of entertainment.