



Research Unit
Press Information Bureau
Government of India



WAVES BAZAAR

Explore, Connect & Trade Globally

(Ministry of Information and Broadcasting)

1st April, 2025

Introduction

WAVES Bazaar is an innovative online marketplace connecting professionals, businesses, and creators from the global entertainment industry. It was officially **launched on January 27, 2025**, at the National Media Centre in New Delhi by Shri Ashwini Vaishnaw, Union Minister of Information & Broadcasting, Railways, and Electronics & Information Technology, and Shri Gajendra Singh Shekhawat, Union Minister of Culture & Tourism.

Ministry of Information and Broadcasting
Government of India

WAVES
WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT
Come, sail with us

PRESENTING
BRAND COLLABORATION
& FUNDING OPPORTUNITIES

WAVES Bazaar

May 1st - 4th, 2025

Jio World Convention Centre
and Jio World Garden, Mumbai

Scan to follow us

/WAVESummitIndia
/World Audio Visual and Entertainment Summit

Ministry of Information and Broadcasting
Government of India

WAVES
WORLD AUDIO VISUAL & ENTERTAINMENT SUMMIT
Come, sail with us

WHY ATTEND
WAVES Bazaar?

Meet **partners, investors & distributors**

Get funding to **expand reach in global market**

Scan to follow us

/WAVESummitIndia
/World Audio Visual and Entertainment Summit

WAVES Bazaar is a key part of the WAVES Summit, also known as the World Audio Visual & Entertainment Summit. It's a dedicated platform where industry professionals come together to connect, collaborate, and discover new business opportunities. The **WAVES Summit will be held from May 1–4, 2025, at the Jio World Convention Centre & Jio World Gardens in Mumbai**, making WAVES Bazaar an important hub for global entertainment exchange.

WAVES Bazaar: A Global Marketplace

WAVES Bazaar is a one-of-a-kind e-marketplace that brings together stakeholders from across the Media & Entertainment spectrum—including film, television, animation, gaming, advertising, XR, music, sound design, radio, and more.

Whether one is a content creator looking for collaborators, a business seeking the right platform, a developer searching for investors, or an artist wanting to showcase their work to global audiences, WAVES Bazaar provides a dynamic space for industry professionals to network, collaborate, and grow their businesses. Since the launch, till date, **5500 buyers, more than 2000 sellers and approximately 1000 projects have been registered** on the portal from different verticals of M&E sector.

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



User-Friendly Interface

The platform ensures a seamless onboarding experience and intuitive navigation to enhance user satisfaction.



Networking Opportunities

Fosters connections between industry professionals through virtual events, workshops, and community features.

Key Features of WAVES Bazaar

Comprehensive Industry Integration – A unified space for film, television, music, gaming, animation, advertising, and emerging tech sectors like XR, AR, and VR.

Global Reach & Visibility – Expand your business beyond borders and connect with international stakeholders in the entertainment industry.

Seamless Networking & Collaboration – Meet, interact, and collaborate with like-minded professionals, service providers, buyers, and investors.

Streamlined Buyer-Seller Transactions – A structured, easy-to-use platform that enables smooth business interactions between service providers and potential clients.

Access to Exclusive Industry Events & Marketplaces – Get access to industry-specific events, investor meet-ups, and exclusive marketplaces under the WAVES platform.

Diverse Listing Opportunities – Sellers can showcase their offerings in categories such as film production services, VFX, advertising, sound design, music production, gaming, animation, and more.

Verticals of WAVES Bazaar

WAVES Bazaar is structured into multiple verticals, each tailored to cater to a specific segment of the media and entertainment industry. These include:

- ❖ **Film & TV/Web Series:** Connect with global distributors, OTT platforms, and festival programmers to showcase your content.
- ❖ **Gaming & E-sports:** Present game concepts, IPs, and assets to investors, buyers, and publishing platforms.

- ❖ **Animation & VFX:** Offer top-tier animation and VFX services for diverse creative projects.
- ❖ **Comics/E-books:** Market storyboards, publishing, and content creation to reach wider audiences.
- ❖ **Radio & Podcast:** Empower independent audio creators to secure sponsorships and grow their reach.
- ❖ **Music & Sound:** Unlock licensing opportunities and collaborate on music production, sound design, and more.
- ❖ **Live Events & Influencer Marketing:** Drive sponsorships, brand partnerships, and audience engagement through live events.

How WAVES Bazaar Works



Visit the WAVES Bazaar Website: Navigate to wavesbazaar.com and explore the platform.



Sign Up & Create Your Profile: Register as a **buyer, seller, or investor** to access the full range of opportunities.



List Your Services or Project Needs: Showcase your work or explore available listings tailored to your business interests.



Connect & Collaborate: Network with industry professionals, schedule meetings, and initiate successful collaborations.



Grow Your Business: Expand your market, find new revenue streams and establish long-term partnerships.



Eligibility: You must be at least 18 years old to register and use Waves Bazaar services.

WAVES Bazaar for Various Professionals

WAVES Bazaar is open to both buyers and sellers within the creative industries. Businesses and individuals seeking innovative content and services can register as buyers to explore and connect with these creators. There is no registration fee to join WAVES Bazaar.

Guidelines For Seller

Sellers are required to upload a profile picture, a synopsis (50 words), a project preview link, and specify the language of the project.

The content the seller submits on website shall not include offensive, defamatory, or illegal material.

Whatever content the seller is uploading is not a part of IP (intellectual property).

Waves Bazaar reserves the right to remove or modify any content deemed inappropriate or non-compliant with these terms.

To register as a seller, visit the [Wave Seller Signup](#) page on the WAVES Bazaar website. Complete the registration form by providing the necessary information about yourself and your services. Once registered, you can create a profile to showcase your projects and connect with potential clients.

Benefits of Joining Waves Bazaar For Sellers



Access a Global Marketplace

Showcase your skills and projects to a worldwide audience within the media industry.



Create and Collaborate

Develop multiple projects, build your profile, and network effectively.



Expand Your Opportunities

Connect with buyers and showcase your unique talents effortlessly.

Join WAVES Bazaar as a Buyer

To register as a buyer, go to the [Wave Buyer Signup](#) page on the WAVES Bazaar website. Sign up by providing the required details. After registration, you'll gain access to a diverse range of creative projects and services, enabling you to connect directly with sellers.

Benefits of Joining Waves Bazaar For Buyers



Explore Quality Content

Browse through a vast range of industry-specific content tailored to your needs.



Build Professional Relationships

Connect with sellers, creators, and industry professionals to make the right investments.



Access Innovative Solutions

Get in touch with diverse creators, discover exclusive offerings, and shape your business.

Viewing Room & Market Screenings

WAVES Bazaar offers an advanced Viewing Room & Market Screenings feature, ensuring curated content reaches the right audience.

- **The Viewing Room** provides a secure digital space for buyers to preview films, animations, and gaming IPs before making acquisition or partnership decisions.
- **Market Screenings** include exclusive in-person and virtual screenings designed to highlight high-potential projects, attracting investors and distributors.

Conclusion

WAVES Bazaar is revolutionizing the global media and entertainment industry. It offers a dynamic digital marketplace for professionals, businesses, and creators to connect, collaborate, and grow. With opportunities across diverse sectors—from film and gaming to music and advertising—it enables seamless networking and business transactions. Serving both buyers and sellers, WAVES Bazaar is setting the stage for a new era of global entertainment exchange and creative collaboration.

References

- <https://pib.gov.in/PressReleasePage.aspx?PRID=2107781>
- <https://www.wavesbazaar.com/>
- <https://x.com/WAVESummitIndia/status/1899452396822041044>

Santosh Kumar/ Ritu Kataria/ Kamna Lakaria