



BACKGROUNDEERS
Press Information Bureau
Government of India

Sound of Celebrations: IFFIESTA 2025

November 14, 2025

The Celebration Beyond the Screen

This November, the International Film Festival of India (IFFI) isn't just screening films in Goa; it's hosting a cultural carnival. Adding a fresh dimension to the nation's most celebrated film event, organisers are unveiling 'IFFIESTA', a dazzling celebration of music, culture, and live performances that will set the stage on fire alongside the main festival.

IFFIESTA 2025 will be Doordarshan's grand celebration of India's musical and cultural excellence at the International Film Festival of India. From 21st to 24th November 2025, the **Shyama Prasad Mukherjee Auditorium** will transform into a vibrant stage where stories unfold through sound, rhythm, and performance. Curated under **WAVES Cultural & Concerts**, the festival will bring together musicians, artists, and audiences in an experience that celebrates India's timeless connection with art.

Each evening at IFFIESTA will have its own character. Some nights will begin softly, with familiar tunes that stir nostalgia. Others will erupt into colour and movement, as young artists take the stage with the confidence of a generation redefining creativity. From the elegance of classical ragas to the pulse of contemporary beats, IFFIESTA will capture the essence of India - diverse, dynamic, and deeply emotional. While doing so, IFFIESTA will also echo India's growing "**creative and live economy**" - a dynamic space where art, innovation, and enterprise come together to create not just performances but possibilities.

But beyond the music and the lights, IFFIESTA is about the people. It is about the crowd that sings together, the families that come together post sundown, and the strangers who become one with the beat. It is a reminder that music is not just heard, it is felt. It connects hearts, dissolves boundaries, and gives every listener a reason to belong.

Four Days of Musical Magic

IFFIESTA 2025 will unfold over four unforgettable evenings, each with its own rhythm and pulse. Each evening will be anchored by a celebrity host, with a special guest singer presented by **Saregama**. The result will be a continuous arc of energy, craft, and celebration that anyone can walk into and feel a part of. Presented in association with **Saregama, MJ Films, and Dilli Gharana**, the festival will bring together India’s finest voices, musicians, and storytellers on one colourful stage — a reflection of the country’s creative diversity and the spirit of togetherness that defines IFFIESTA.

Venue: Shyama Prasad Mukherjee Auditorium, Goa | Time: 6:00 PM – 8:00 PM

Date	Programme	Access
21 st Nov 2025 (Fri)	Osho Jain — Live in Concert	Free entry
22 nd Nov 2025 (Sat)	Festival Showcase: Battle of Bands (India & International), Suron Ka Eklavya, Waah Ustad	Free entry
23 rd Nov 2025 (Sun)	Festival Showcase: Battle of Bands (India & International), Suron Ka Eklavya, Waah Ustad, Devanchal ki Prem Katha (Special Showcase)	Free entry
24 th Nov 2025 (Mon)	Festival Showcase: Battle of Bands (India & International), Suron Ka Eklavya, Waah Ustad	Free entry

Event Highlights

Battle of Bands - India & International

One of the most dynamic youth music formats from Doordarshan and WAVES OTT, Battle of Bands – India brought together 26 outstanding groups spanning rock, Sufi, Bollywood, and fusion styles. After rounds of electrifying performances, The Vairagies emerged as the winners, followed by Sufi Rockers and Souls of Sufi x Gauransh.

In its 2025 international edition under the WAVES: Create in India Challenge, 13 global bands performed alongside India's top five, transforming the stage into a vibrant celebration of collaboration and cultural exchange. The event reaffirmed India's growing stature as a creative hub, where music once again proved to be a universal language that connects hearts across borders.



Suron Ka Eklavya — Voice of New India

A Doordarshan original that gave emerging singers a national platform, Suron Ka Eklavya was mentored by Sharib-Toshi, Anand Raj Anand, and Pratibha Singh Baghel. At IFFIESTA, its winners will return with live orchestral arrangements and vibrant staging by Gajendra Singh (of Antakshari fame). The segment will be anchored by Pratibha Singh Baghel, with a new celebrity singer joining the performance each evening.



Waah Ustad — Soul of Indian Classical

Presented by Dilli Gharana, Waah Ustad bridges classical and Sufi traditions with a contemporary touch. Conceptualised and anchored by Vusaf Iqbal Khan in his distinctive Dastangoi style, the segment will showcase the top six finalists of Season 1, mentored by Pandit Sajan Mishra and Meet Bros. Expect powerful live jugalbandis, Dervish dancers, and a grand fusion finale celebrating India's timeless classical heritage.



Devanchal ki Prem Katha — A Story Beyond Sight and Sound

Set in the hills of Palampur, this moving romantic drama follows two differently-abled protagonists whose story celebrates empathy, courage, and inclusive love. Produced by Cult Digital, the narrative will come alive through a live stage performance by the lead cast, followed by a traditional Himachali folk dance. Anchored each evening by a popular television personality, the segment will blend fiction, music, and regional culture.



Osho Jain Concert

Osho Jain, a singer-songwriter known for his soulful compositions and powerful live performances, has carved a distinct place in the independent music space. His songs blend emotional storytelling with contemporary soundscapes, resonating deeply with audiences across generations. At IFFIESTA 2025, he will bring this energy to the stage on 21 November — setting the tone for a celebration where music and culture unite.



The Creative Pulse of a New India

At the heart of IFFIESTA lies a movement that is transforming India's cultural landscape — the rise of the “creative and live economy”. More than a festival, IFFIESTA will become a stage where creativity meets opportunity, bringing together artists, audiences, and industries in a shared celebration of talent and innovation.

This vision finds its foundation in **WAVES Culturals & Concerts**¹, an initiative that has paved the way for new forms of artistic collaboration and cultural entrepreneurship. Under the larger **World Audio Visual & Entertainment Summit (WAVES)**² platform, the festival promotes India's emergence as a global creative hub — connecting creators, industries, and audiences across borders.

By curating large-scale live experiences, nurturing talent from grassroots to global, and showcasing the diversity of Indian artistry, **WAVES Culturals & Concerts** is helping build the framework of India's growing creative economy. From concerts and competitions to international collaborations, it fosters both artistic excellence and economic value — strengthening the ecosystem that supports musicians, performers, and production professionals alike.

In this continuum, **IFFIESTA** stands as the people's expression of this larger movement. It reflects how creativity fuels connection and how live experiences generate not just applause, but livelihoods. The four nights of culture, music and performances will echo with the larger national momentum — one where culture is not just preserved, but pushed forward through participation, innovation, and shared celebration.

¹ <https://storage.googleapis.com/waves-bucket-01/jc-waves-api-2024/Culturals%20Brochure%20Final.pdf>

² <https://wavesindia.org/>

The Echo that Lingers

IFFIESTA 2025 is set to be more than just a festival, it will serve as a reminder of the magic that is unleashed when people, art, and stories meet. Over four nights in Goa, music will become memory, performances will turn into participation, and every applause will carry the warmth of shared joy. It will capture the essence of celebration that belongs to everyone-inclusive, spontaneous, and deeply human.

Powered by the vision of **Doordarshan** and the creative pathways built by **WAVES Cultural & Concerts**, the festival will redefine what it means to experience culture. It will serve as a reminder that art doesn't reside only in concert halls or studios - it lives and breathes wherever people come together to celebrate it. From a young artist's first note to a maestro's timeless performance, IFFIESTA will echo the emotions and boundless creative energy that defines India.

RK