

# Times of India Film Awards

## Key Messages

- We identified India as a key market in The BC Jobs Plan over a year ago, and our work to take advantage of their rapidly growing middle class is just beginning. Our outreach strategy will open new doors in growing markets in India so that we can create jobs at home.
- Hosting the Times of India Film Awards show is one piece of that strategy - a once-in-a-generation economic opportunity for British Columbia – and one that our government is not prepared to let pass us by.
- The millions we can expect to be injected into our economy make hosting the awards well worth the investment, but it's just a start. The TOIFA is a catalyst for building awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade activities.
- Our strategy is working already: exports of goods to India have increased by 105 per cent and tourism has grown by 11%. But while we've had success building initial, high-level relationships, we need help in telling average Indian businesses and travellers what BC has to offer.

### Background

- The total funding required for the event will be \$11 million: \$9.5 million for production costs and \$1.5 million to fulfil BC's responsibilities.
- Economic Benefit: \$13 million to \$18 million of direct spending in BC during the awards event due to tourism and event production.
- *Bennett, Coleman and Co Ltd*, or known as *The Times of India Group* is the largest mass media company in India with businesses in newspaper, magazines, television stations, radio stations, and on the internet. It is estimated their products reach 90 million people per day.
- *Times of India Group* is the creator of the *Filmfare Awards* – the Oscars of India. It proposes to host the first Times of India Film Awards (TOIFA) in Vancouver in April 2013.

*Ministry of Jobs, Tourism & Skills Training and Minister Responsible for Labour*

**Times of India Film Awards**

**1. How much is this costing taxpayers?**

- First of all, it's important to keep in mind that this is not just about hosting an awards show.
- This is one part of our government's continuing strategy to reach out to new markets for trade and travel in India.
- Successfully increasing trade with India could mean billions in new investment and new jobs for British Columbians in the coming decades, as we have seen with China.
- That's why we've just tripled the number of investment reps working on the ground in India to promote BC.
- The Times of India Film Awards are another part of that effort.
- The BC government is contributing \$9.5 million to Times Group as a supportive sponsor.
- We are also making available an additional \$1.5 million in order to fulfill our responsibilities as the host location.
- Considering the potential benefits, we think this is a very prudent investment in BC's future.

**2. How do you justify spending \$11 million on a Bollywood event when your government is slashing spending to balance the budget?**

- Opening up new markets for trade in India could mean billions of dollars in new investment and new jobs for British Columbian families.
- Through our Jobs and Trade Mission and our new Trade Offices, we've already started the process of making contacts and building relationships.
- But right now, our main obstacle to success is exposure in those new markets.
- We need to tell India who we are and what we have to offer.
- Times Group is India's largest media conglomerate, reaching 90 million people every single day – most of them in India.
- Because of its enormous audience, sponsoring the Times Group to host TOIFA represents a great opportunity to become top of mind for South Asian travellers, investors and students.

**3. Finance Minister Mike de Jong told reporters last month that there is "not a vast reservoir of money out there to splash around" – wouldn't you call hosting an awards show "splashing money around"?**

- Not at all. This is a prudent investment that will reap immediate and long term returns.
- The direct financial benefits to BC's economy as a result of hosting this awards show are estimated between \$13 - \$18 million due to tourism and event production.
- Tax revenue to the Province will be about \$2 million.
- The long term benefits are even more striking.
- The millions we can expect to be injected into our economy make hosting the awards well worth the investment, but it's just a start. The TOIFA is a catalyst for building

awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade, investment and tourism activities.

#### **4. What is it actually buying?**

- The \$9.5 million is the Province's contribution to producing the event. The Times Group will disseminate the funds.
- Our understanding is that the Times Group will use the sponsorship funding for:
  - Celebrity contracts
  - Stage/TV Production
  - Labour
  - Promotional activities
- The additional \$1.5 million is to pursue promotional opportunities for BC, including:
  - Hosting the Global Business forum
  - Producing a portion of the opening act for TOIFA, highlighting BC attributes
  - BC commercial to play during any rebroadcasting of the show.
  - Promotional activities in BC
  - Resourcing (contractors for project management)

#### **5. Where is the money coming from?**

- The money will come out of the Province's contingency fund.

#### **6. What are we getting for our investment?**

- Our government is pursuing this opportunity for the long term benefits of increased trade with India.
- If you asked us in 2002 what the value would be of our initial outreach efforts in China ten years later, our estimates would have been well below what we've achieved. We hope that's the case with India as well.
- In addition to long term trade, there will be some direct and immediate benefits specifically from hosting the TOIFA:
  - Between \$13-18 million in direct spending in BC during the awards.
  - Between \$1.4-2 million in tax revenue to the Province.

#### **7. What is the estimated tourism impact?**

- The immediate benefit will be the exposure from the event, which may translate into future visitation.
- The estimated viewership of the TOI event is over 250 million – we expect this will increase awareness and interest in travel to BC among the growing middle class in India
- Current visitation from India is at similar levels to that of China ten years ago. We have seen visitation from China grow over 200% over that time frame. We are working on creating the same kind of environment for growth, encouraging direct air access and increasing awareness of BC as a tourism destination.
- We anticipate at least a 10 percent per year growth in visitation from the India market over the next couple of years and this event will be a key contributor to reaching our forecasts.
- Large scale events have the potential to significantly increase the number of people motivated to visit a destination – The number of Americans interested in visiting BC rose

30% immediately after the 2010 Games. An event that has a similar impact on BC's profile in India may have a similar impact on market potential.

**8. What did Toronto contribute when they hosted International India Film Awards?**

- Toronto bid \$12 million to host IIFA.

**9. What was the benefit to Ontario?**

- The four Greater Toronto Area (GTA) municipalities hosting "IIFA BUZZ" events reported almost 200,000 attendees, of whom almost 17,000 were tourists (the Ministry of Tourism, Culture and Sport defines a tourist as an individual who travels more than 40 km to attend an event).
- More than 28,000 attendees watched the IIFA Awards Show live in Toronto's Rogers Centre.
- 880 million television viewers watched IIFA Weekend-related programming, including 450 million television viewers for the original broadcast of the IIFA Awards
- More than 20,000 hotel room nights were sold in the GTA related to the IIFA Weekend.
- The international media valuation of the IIFA Weekend and Awards was in excess of US\$250 million (Wizcraft valuation).
- Over 240 targeted business-to-business meetings were scheduled during the FICCI-IIFA Global Business Forum between Ontario organizations and 23 Indian companies/institutions with potential for future trade partnerships.

**10. How many people does the Times Group estimate will watch the awards?**

- The Times Group estimates a TV audience of 200 million.
- They also expect upwards of 30,000 spectators in the live audience at BC Place, some of whom will have travelled here for the show.

**11. Why was the international valuation of Toronto's IIFA (\$250 million) so much higher than the \$13 million valuation for TOIFA? (INTERNAL QA ONLY)**

- The \$250 million is Wizcraft's estimate for global coverage of IIFA in Toronto.
- It came well after the event concluded.
- Times Group's \$13 million estimate is for Times Group coverage in India only and is being made well before the event.
- We will endeavour to provide a global coverage estimate after the event concludes.

**12. How involved will the BC government be in planning the TOIFA events?**

- These events are the sole responsibility of the Times Group.
- The BC Government is acting only as a sponsor, and providing some assistance when the Times Group asks and we are able.
- Vancouver is the Host City.
- The relationship is somewhat similar to sponsorship deals with VANOC for the 2010 Winter Games... but on a much smaller scale, of course.

**13. What are your goals for trade with India?**

- Right now, we're focused on ramping up our presence in India.
- We need to do everything possible to let Indian business owners and travellers know that BC is waiting for them with new opportunities.

**14. What else are you doing as part of your outreach efforts?**

- Our outreach efforts in India started as a directive in The BC Jobs Plan.
- Since then, we've taken the following steps:
  - Premier's Jobs and Trade Mission to India
  - Opening a new Forest Innovation Investment Office in India
  - Opening of two new BC Trade and Investment Offices (Mumbai/Chandigarh)
  - JTST's International Market Development Branch led a trade delegation to Delhi in November 2012.
- Next, we will begin our Travel Trade Activation initiative in India.
- We are already printing travel and business stories in India as a part of this agreement.
- We are hosting a Global Business Forum prior to the awards.
- Then, we will host the TOIFA Awards for major exposure.
- (add other events following awards)

**15. Will there be any jobs created in BC by hosting these awards?**

- The Times Group has contracted out several BC companies to assist them in producing the awards.
- Our understanding is that they are planning to hire British Columbian companies to do some of the production work, including choreography.
- I'll let them tell you who they've hired.

**16. Why not spend the money on tax credits for the film industry?**

- This event is about a broader trade outreach with India, trying to get exposure to new markets there in order to create investment and new jobs here at home.

**17. What does the film industry think of this awards show?**

- This isn't an event that has a specific tie-in to any one BC industry.
- This is about increasing overall trade with India, which is good for everyone.
- BC's film industry have been consulted and believe this is a good opportunity for BC's economic growth.
- There is also an opportunity for the film communities (India and BC) to connect.

**18. Why not lead another trade mission to India?**

- Trade missions are extremely useful in making those initial, high-level contacts.
- We were very successful in doing that in November 2011.
- Now is the time for a broad campaign that will reach the average traveller and business owner.
- The massive reach of the Times Group conglomerate will help us to do that.

**19. Why do you think hosting a Bollywood show will have an impact on trade and investments?**

- Hosting this awards show will have an impact on trade and investments simply through the enormous audience that Times Group commands.
- 90 million people per day read one of their newspapers or watch one of their TV stations.
- The Times Group is highly motivated to heavily promote TOIFA, so we expect blanket coverage with British Columbia in their biggest papers and topping newscasts for several months.
- The Times Group estimates that BC will get 35 hours of TV programming.
- The voting process is expected to reach over one million households globally.
- This is the kind of coverage an advertiser can only dream of – it will put BC on the global stage in a way we haven't seen since the Olympics.

**20. Did the BC government provide any financial support in the lead up to the contract signing?**

- Yes, the Tourism Division used a small portion of their budget to assist the Times Group with \$15,000 for ground transportation so they could scout BC sites.

**21. The Premier announced that BC would be bidding on the IIFA awards during her Jobs and Trade Mission in 2011. What happened to that bid?**

- The Province submitted a bid to IIFA which was rejected.
- Around the same time, Times Group approached us with their plan and we could easily see that it was a better fit for us.

**22. Would the IIFA have been a better investment given its higher profile?**

- No, in fact, it would have been more expensive.
- It also didn't include all the extras that come with the Times Group contract: media exposure, the Travel Trade Activation and all the other pre and post-event activities.

**23. The beginning of April is a particularly rainy time of year in the Lower Mainland. Why not hold the awards in the summer?**

- April is one of the most beautiful times of year in the Lower Mainland.
- The cherry blossoms and spring flowers plus a bit of snow on our mountains will be a key selling visual for South Asian audiences.
- Our climate at this time of year is one of the features that best distinguishes BC from the rest of Canada and much of the United States.
- BC is known for ski tourism and summer tourism. This is an opportunity to show the world what we all know to be true – that early spring is one of our best times of year.
- We hope this could provide a boost for tourism in a traditionally slow month.

**24. You're proposing to host a major event in a few months – a pretty tight timeline. Are you concerned about cost overruns?**

- Funding is dependent on a project plan with a milestone for each activity.
- Any changes must be approved by the Province.
- Transfer of funds is depended on key milestones being met by the specified dates.

- The funding agreement specifies that the Province's contribution to the Times Group for production is no more than \$9.5 million.
- The Times Group will bear the full risk if the project cost exceeds the current estimate.

**25. With major competition from IIFA, what makes you think TOIFA will be able to attract top talent?**

- The Times of India provided a list of contracted performers to the BC government. There was an agreement, set down in the contract, that if top talent did not agree to come to this event, then it would be cancelled with a refund to the Province (less eligible expenses).
- We are pleased, and not surprised, that this has proven unnecessary.
- We're very excited about the calibre of performers who will be here in April.

**26. What will happen to the Province's contribution if for any reason the event needs to be canceled?**

- With an organization the calibre of the Times Group, we are not concerned this will happen.
- However, we must be prudent with taxpayers money, and so we put several safeguards in our contract that would require our funding be returned to us in full (less eligible expenses) if the event does not proceed for any reason.

**27. How will tickets be distributed?**

- The Times Group is organizing the event and will explain those details.

**28. What are the parallel events you have planned?**

- The Times Groups is organizing and can run you through the schedule of events.

**29. What are the details of the Travel Activation?**

- We will be providing details shortly on how BC will be taking advantage of our hosting role to attract tourists from India.

**30. Why not spend the TOIFA budget on travel marketing in India?**

- This isn't an event that has a specific tie-in to any one BC industry.
- This is about increasing overall trade with India, which is good for everyone.
- Overall, we're providing \$11 million to host this event.
- Quite simply, this is the best advertising deal possible for British Columbians.

**31. Are you paying for celebrities?**

- We are contributing \$9.5 million towards the cost of the entire production.

**36. How much are the ticket prices going to cost?**

- The two ticketed events, the musical extravaganza and the awards night, will have tickets that begin at about \$35 and go up, so there is an opportunity for a wide range of British Columbians to attend.

**37. Do many Bollywood movies film on location in British Columbia?**

- Three major productions were filmed here last year, spending a total of \$2.7 million. They are:
  - *Best of Luck*. Spent in BC 1 million.
  - *Singh vs. Kaur*. Spent in BC \$500,000
  - *Jatt & Juliet 2* Spent in BC 1.2 million
- Other productions filmed here in 2007, 2005, and 2002.
- We anticipate the TOIFA will stimulate more interest in filming here.

**Times of India Film Awards Announcement**  
**Tuesday Jan. 22, 2013**  
**Length of Speech: 3-5 minutes**

**Event: what is it?**

- Announcement that Vancouver will host the 2013 “Times of India” inaugural Film Awards
- Dance performance will be provided by Shiamak Davar who owns a dance studio in North Vancouver and is the official choreographer for the TOIFA awards event.
- Multiple events will be held across the lower mainland between April 4th and 6th.

**Audience: who are they?**

- Minister of Jobs, Tourism and Skills Training Pat Bell
- Minister of Finance Michael de Jong
- Minister of Community, Sport and Cultural Development Bill Bennett
- Mr A P Parigi (Board of Directors of the Bennett Coleman Company Ltd. – AKA the Times Group)
- Karan Johar- one of the leading filmmakers of the Hindi industry
- Chitrangada Singh- a leading contemporary actress

**Audience: what do they want to hear?**

- We identified India as a key market in The BC Jobs Plan over a year ago, and our work to take advantage of their rapidly growing middle class is just beginning – we have a broad outreach strategy that will open new doors in India’s growing markets so we can create more jobs at home.
- Hosting the inaugural Times of India Film Awards show is one piece of that strategy – a tremendous economic opportunity for British Columbia – and one that our government is not prepared to let pass us by.
- The millions we can expect to be injected into our economy make hosting the awards well worth the investment, but it’s just a start. The Times of India Film Awards is a catalyst for building awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade activities.
- Our strategy is working already: exports of goods to India have increased by 105 per cent and tourism has grown by 11 per cent. But while we’ve had success building initial, high-level relationships, we know we can do more in telling average Indian businesses and travellers what B.C. has to offer.

ACKNOWLEDGE:

Taranum Thind (MC) Entertainment Reporter, Omni TV  
Mr. A.P. Parigi, Board Member, Bennett Coleman & Co,  
Times Group of India Representative

Mr. Karan Johar, Director

Mrs. Chitragda Randhawa, Actress

Mr. Shiamak Davar, Performer

Pat Bell, Minister of Jobs, Tourism and Skills Training  
and MLA for Prince George – Mackenzie

Michael de Jong, Minister of Finance and MLA for  
Abbotsford West

(TBC) Bill Bennett, Minister of Community, Sport and  
Cultural Development and MLA for Kootenay West

(TBC) John Yap, Minister of Advanced Education,  
Innovation, Tech and Multiculturalism and MLA for  
Richmond-Steveston

- When we launched our BC Jobs Plan, one of the pillars of the plan was to open new markets, to provide more opportunities for British Columbia businesses to expand.
- And India was identified as the next emerging key market.
- The middle class in India is about 50 million people today. It's projected to grow to almost 600 million people – that's about double the size of the entire population of the United States.
- Over the past year we've been working hard to capitalize on the opportunities created by their rapidly growing middle class.
- Today I am very excited to announce that India's largest media organization, the Times of India Group, has chosen Vancouver to host their inaugural Times of India Film Awards (Bollywood film awards) in April.

- Hosting these awards is just one small piece of that larger strategy, but the events surrounding the awards will inject millions into our economy, making them well worth our investment.
- The Times of India Group reaches over 90 million people a day, most of them in India. That kind of exposure can generate enormous trade and tourism benefits for B.C.
- They will also be an important catalyst for building further awareness of B.C. among Indian businesses and consumers. As the saying goes: business doesn't happen between strangers.
- That is why in 2011, I led our largest-ever trade delegation to India. It is why we have more than doubled our trade presence there, adding two new BC Trade and Investment Offices in Mumbai and Chandigarh, in addition to our already existing office in Bangalore.
- Our strategy is already working, as our exports to India have increased by 105 per cent and tourism has grown by 11 per cent.

- But while we've had success building initial, high-level relationships, we know we can do more in telling Indian businesses and travellers what B.C. has to offer.
- I want to express my sincere gratitude to the Times of India Group for choosing Vancouver as the venue for this year's awards and helping to increase trade between our two countries.

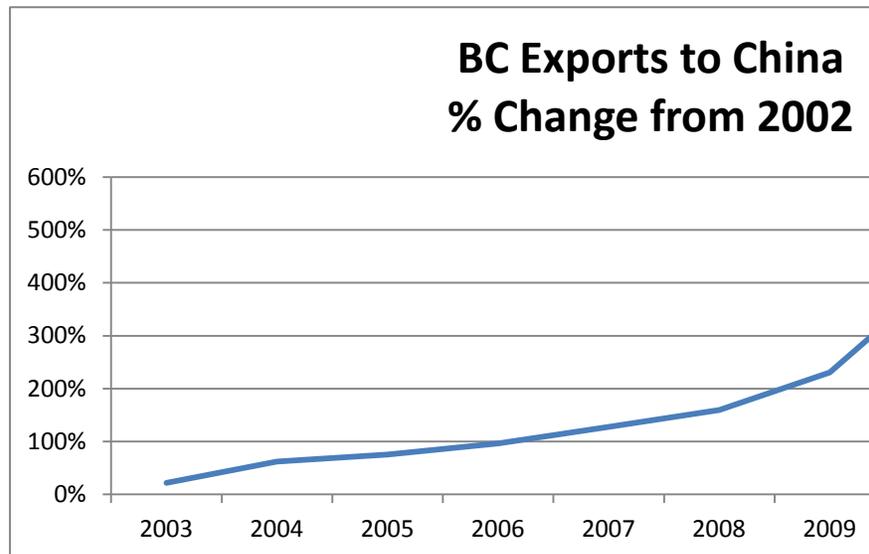
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Title Canadian Domestic Exports  
 Products Total for All Products  
 Origin British Columbia  
 Destination China  
 Period Latest 10 years  
 Currency Canadian Dollars

\$	2002	2003	2004	2005
China	##### \$ 919,507,964	\$ 1,225,417,995	\$ 1,325,452,689	
OTHERS	##### \$ 27,345,817,329	\$ 29,782,418,368	\$ 32,841,823,114	
TOTAL	##### \$ 28,265,325,293	\$ 31,007,836,363	\$ 34,167,275,803	

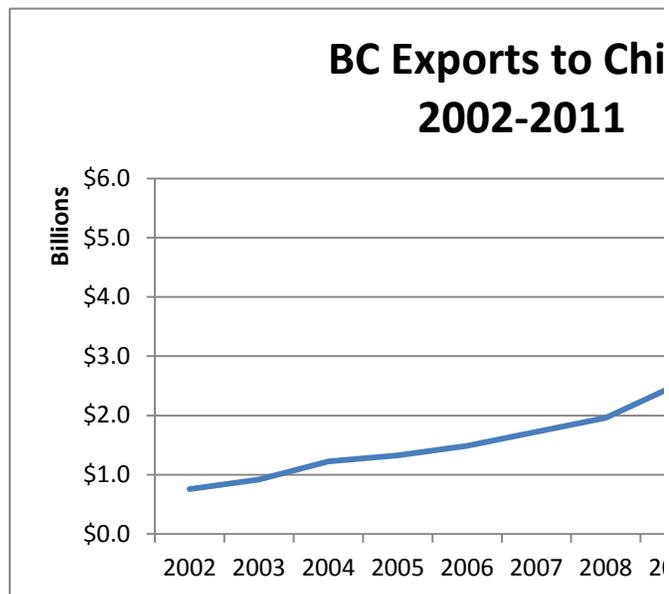
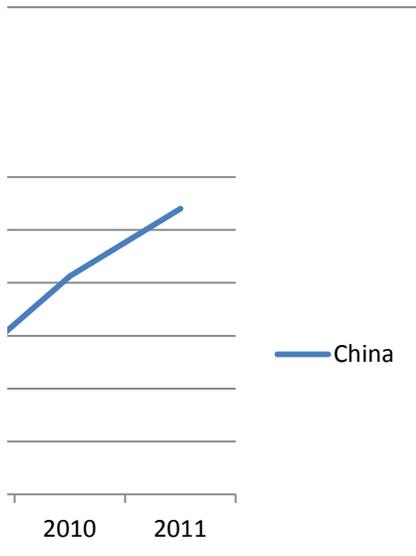
**% Change**

China	22%	62%	75%
OTHERS	-3%	6%	17%
TOTAL	-2%	8%	19%



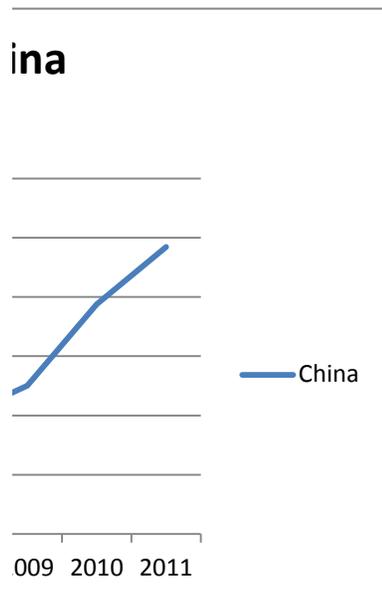
2006		2007		2008		2009	
\$	1,485,569,496	\$	1,722,832,487	\$	1,961,746,883	\$	2,501,363,384
\$	31,980,438,119	\$	29,800,804,093	\$	31,162,307,671	\$	22,738,931,794
\$	33,466,007,615	\$	31,523,636,580	\$	33,124,054,554	\$	25,240,295,178

96%	128%	159%	231%
14%	6%	11%	-19%
16%	9%	15%	-12%



	2010		2011
\$	3,879,750,252	\$	4,843,407,065
\$	24,841,058,272	\$	27,894,481,613
\$	28,720,808,524	\$	32,737,888,678

413%	540%
-12%	-1%
0%	14%

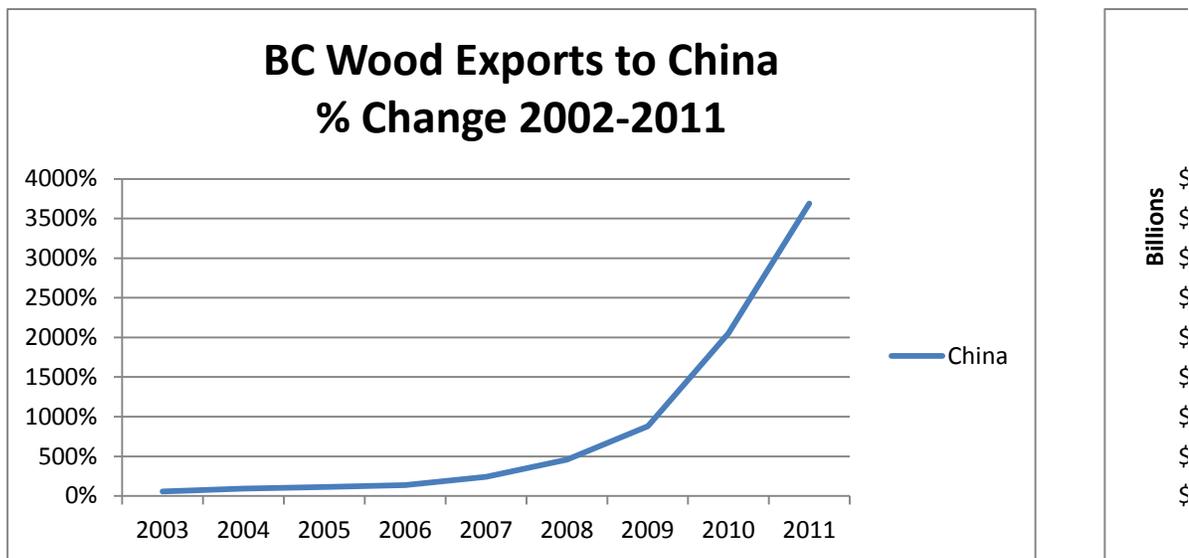


Title Canadian Total Exports  
 Products HS 44 - Wood and Articles of Wood (Incl. Wood Charcoal)  
 Origin British Columbia  
 Destination China  
 Period Latest 10 years  
 Currency Canadian Dollars

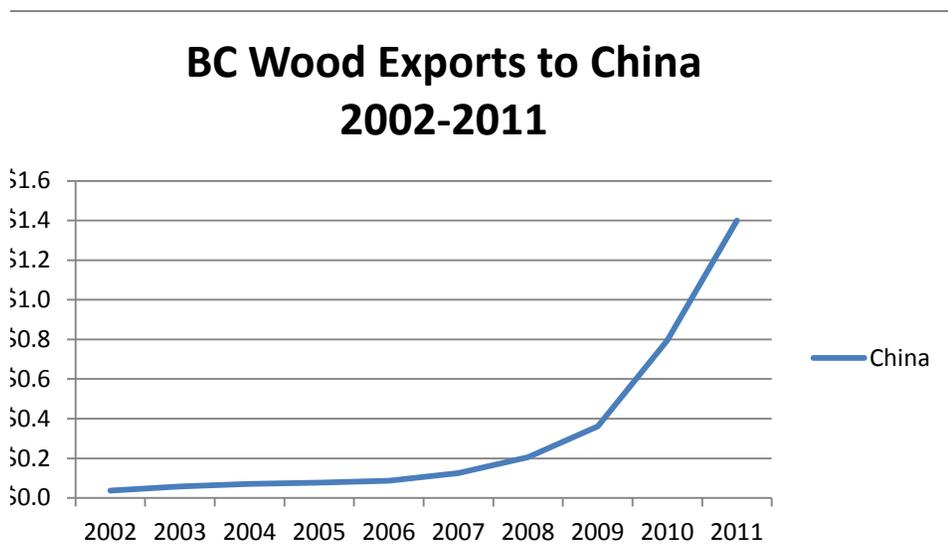
\$\$\$	2002	2003	2004	2005	2006
China	\$ 36,924,813	\$ 57,196,850	\$ 71,614,260	\$ 77,905,308	\$ 86,975,112
OTHERS	\$ 8,919,088,910	\$ 7,857,838,994	\$ 9,685,128,069	\$ 9,085,429,077	\$ 8,441,385,851
TOTAL (ALL	\$ 8,956,013,723	\$ 7,915,035,844	\$ 9,756,742,329	\$ 9,163,334,385	\$ 8,528,360,963

**% Change from 2002**

China	55%	94%	111%	136%
OTHERS	-12%	9%	2%	-5%
TOTAL (ALL COUNTRIES)	-12%	9%	2%	-5%



	2007	2008	2009	2010	2011
\$	126,188,902	205,535,301	361,014,851	794,451,668	1,399,854,362
\$	6,827,966,099	5,047,323,774	3,657,122,664	4,200,846,113	4,196,448,733
\$	6,954,155,001	5,252,859,075	4,018,137,515	4,995,297,781	5,596,303,095
	242%	457%	878%	2052%	3691%
	-23%	-43%	-59%	-53%	-53%
	-22%	-41%	-55%	-44%	-38%

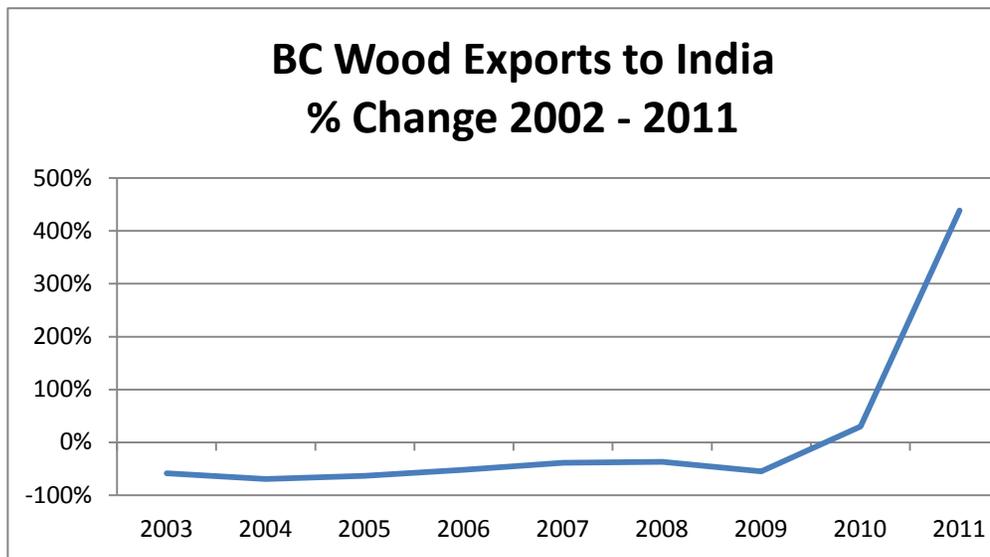


Title Canadian Total Exports  
 Products HS 44 - Wood and Articles of Wood (Incl. Wood Charcoal)  
 Origin British Columbia  
 Destination India  
 Period Latest 10 years  
 Currency Canadian Dollars

\$\$	2002	2003	2004	2005
India	\$ 2,022,561	\$ 838,754	\$ 614,604	\$ 736,836
OTHERS	\$ 8,953,991,162	\$ 7,914,197,090	\$ 9,756,127,725	\$ 9,162,597,549
TOTAL (ALL	\$ 8,956,013,723	\$ 7,915,035,844	\$ 9,756,742,329	\$ 9,163,334,385

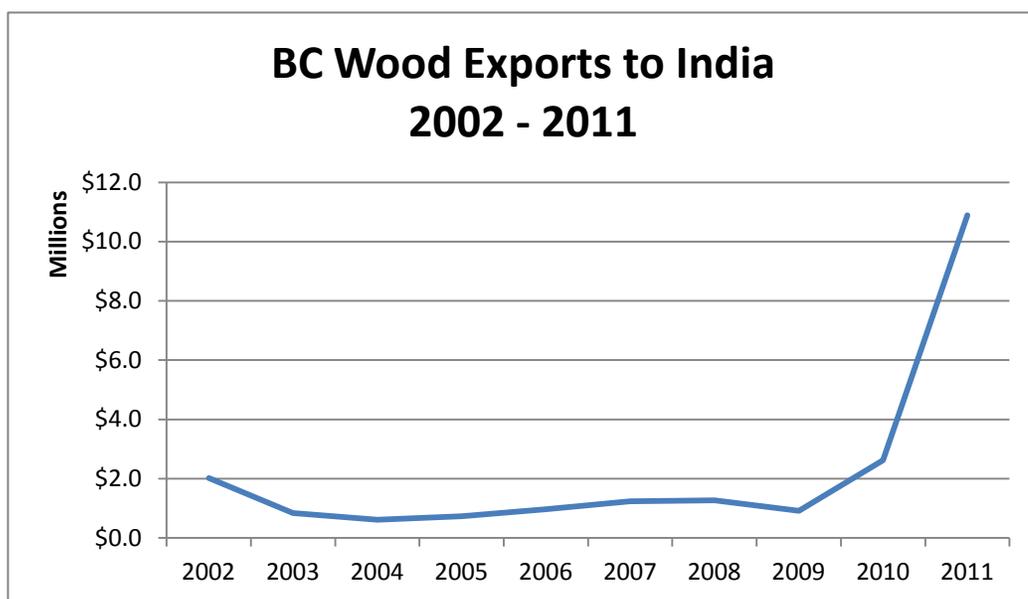
**% Change**

India	-59%	-70%	-64%
OTHERS	-12%	9%	2%
TOTAL (ALL COUNTRIES)	-12%	9%	2%



2006		2007		2008		2009		2010	
\$	967,509	\$	1,234,243	\$	1,270,360	\$	916,804	\$	2,625,335
\$	8,527,393,454	\$	6,952,920,758	\$	5,251,588,715	\$	4,017,220,711	\$	4,992,672,446
\$	8,528,360,963	\$	6,954,155,001	\$	5,252,859,075	\$	4,018,137,515	\$	4,995,297,781

-52%	-39%	-37%	-55%	30%
-5%	-22%	-41%	-55%	-44%
-5%	-22%	-41%	-55%	-44%



**2011**

\$ 10,892,282  
\$ 5,585,410,813  
\$ 5,596,303,095

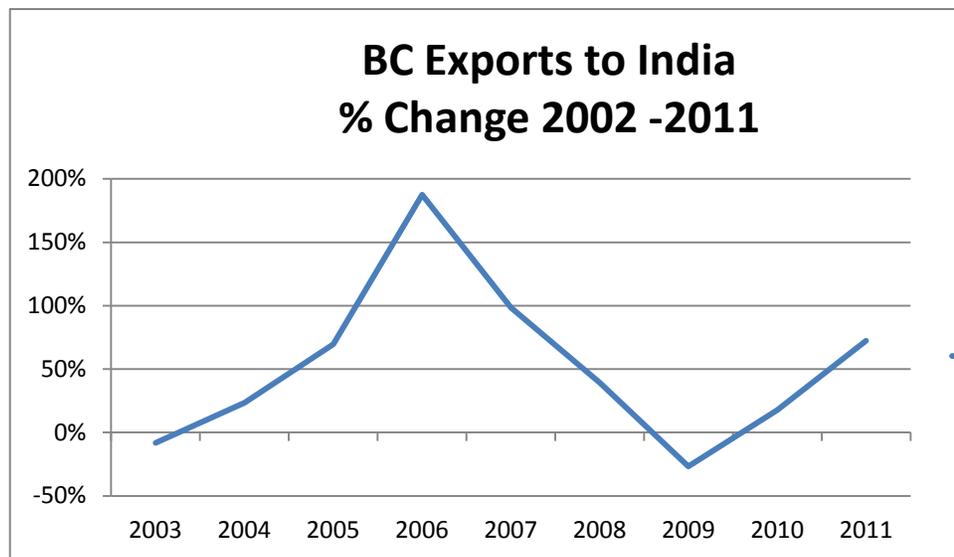
439%  
-38%  
-38%

Title Canadian Total Exports  
 Products Total for All Products  
 Origin British Columbia  
 Destination India  
 Period Latest 10 years  
 Currency Canadian Dollars

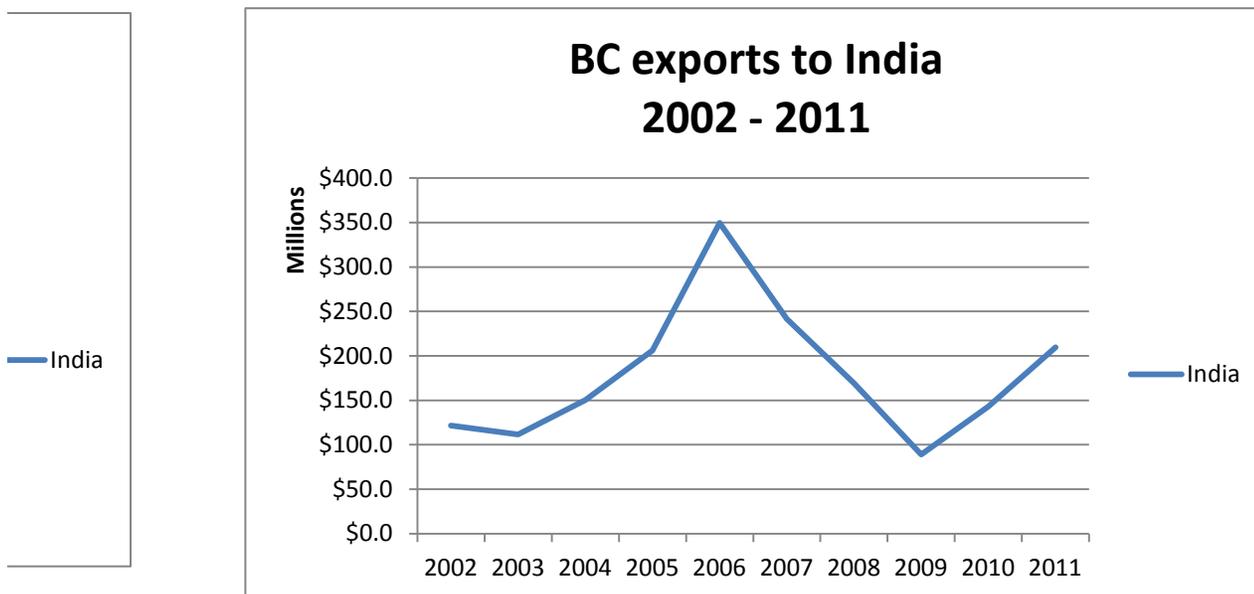
\$\$	2002	2003	2004	2005
India	\$ 121,612,751	\$ 111,700,233	\$ 150,207,512	\$ 206,159,776
OTHERS	\$ 29,945,739,548	\$ 29,223,846,303	\$ 32,110,827,513	\$ 35,368,850,267
TOTAL (ALL	\$ 30,067,352,299	\$ 29,335,546,536	\$ 32,261,035,025	\$ 35,575,010,043

**% Change**

India	-8%	24%	70%
OTHERS	-2%	7%	18%
TOTAL (ALL COUNTRIES)	-2%	7%	18%



	2006	2007	2008	2009	2010
\$	349,741,255	\$ 241,383,366	\$ 169,216,608	\$ 89,195,660	\$ 143,041,059
\$	34,525,026,959	\$ 32,115,896,448	\$ 33,388,976,564	\$ 25,654,273,631	\$ 28,941,263,577
\$	34,874,768,214	\$ 32,357,279,814	\$ 33,558,193,172	\$ 25,743,469,291	\$ 29,084,304,636
	188%	98%	39%	-27%	18%
	15%	7%	11%	-14%	-3%
	16%	8%	12%	-14%	-3%



**2011**

\$ 209,505,160  
\$ 33,007,501,459  
\$ 33,217,006,619

72%  
10%  
10%

]

**STRATEGIC COMMUNICATIONS PLAN  
MINISTRY OF JOBS, TOURISM, SKILLS TRAINING  
AND MINISTER RESPONSIBLE FOR LABOUR**

**Times Group – Times of India Film Awards**

**Objective**

The Times of India Film Awards is a part of the B.C. government's broader strategy to open new doors to trade and travel with India, a key market identified in the BC Jobs Plan.

Strengthening trade relationships abroad will create new jobs at home in B.C.

The TOIFA will attract a huge audience both in India and amongst Indian populations globally who may be currently unaware of what B.C. has to offer. With the ongoing partnership with TOI and multiple events connected with TOIFA, B.C. has an enormous opportunity to spotlight our tourism and trade opportunities with that untapped and growing market.

**Goals**

- Goals are long term:
  - Achieve greater awareness in India of BC as an investment and tourism destination of choice
  - Increase trade and investment with India
  - Create jobs connected to new trade and investment opportunities with India

**Situational Analysis**

As part of the BC Jobs Plan, the BC government is actively pursuing new markets for BC goods in growing countries.

The current economic climate is both highly unstable and highly competitive. In order to meet long term goals, the BC government should pursue all responsible opportunities with target markets that will lead to economic growth. The TOIFA is exactly one such opportunity.

Several measures have been taken already to increase trade with India, including an extensive visit on the Premier's first Jobs and Trade Mission.

**Strategic Approach**

It is of key importance that all government communications emphasize that hosting these Awards is just one part of a long-term India market outreach effort.

**Key Messages**

- Our government has been working hard to open new doors in growing markets in India so that we can create jobs at home.

- We identified India as a key market in The BC Jobs Plan over a year ago, and our work to take advantage of their rapidly growing middle class is just beginning.
- For that reason, hosting this awards show is a once-in-a-generation economic opportunity for British Columbia... one that our government is not prepared to let pass us by.
- The millions we can expect to be injected into our economy makes hosting the awards well worth the investment – but it’s just a start. The TOIFA is a catalyst for building awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade activities.
- As the inaugural host of the Times of India Film Awards, the eyes of the entire world will be on our beautiful province. The future trade and tourism benefits of that kind of exposure are tremendous.
- The fact that one of the world’s biggest media conglomerates approached us to hold their inaugural Times of India Film Awards show right here in B.C. demonstrates that our government’s strategy of opening up new markets in India to create jobs and investment at home is working.

### **Activities / Opportunities**

Date	Action	Description
December 8 2012	Global Business Forum launch.	Minister Mike de Jong will be in Mumbai and will join with Times Group officials to announce the Global Business Forum.  GCPE distributes a news release focusing on BC government’s India market outreach and the Global Business Forum announcement. Highlight the remaining obstacle to trade success: exposure in India.
January 15 2013	Official launch	Times Group officials and Bollywood stars will travel to BC for a big event with PCC and MPB to announce the TOIFA and introduce logos etc. Full Comms support/package/event.  Mumbai announcement will take place on January 18 <sup>th</sup> .
January 30 2013	Travel Trade Activation begins	News release in BC to explain: <ol style="list-style-type: none"> <li>1. BC tourism ads in India earned and provided</li> <li>2. Travel packages as part of TOIFA</li> <li>3. Times Group airline deal (TBD)</li> </ol>
Feb 12 2013	Global TOIFA voting begins	News release highlighting the immense global exposure BC is getting – link to voting page with prominent BC visuals and Hello BC promotion.
March 8 2013	BC South Asian Women’s	Powerful female personalities from India travelling to BC for an open discussion of women’s issues in

	Empowerment Forum	Surrey on International Women's Day. Key issue: ending domestic violence (TBC).  Media advisory and news release in BC. PCC to attend.
March 9 2013	Femina Fashion Show Fundraiser	Miss India Femina contestants will wear clothes by BC designers and auction them off for charity. Proceeds to go to Surrey Women's Centre (TBC).
March 15 2013	Global Business Forum	Event date TBD
April 3 2013	TOIFA Bollywood Welcome	Majority of Bollywood celebs arrive in Vancouver. Media will be invited to a red carpet welcome.  BC government is not the lead, but we can draft an outline of the TOIFA activities in a "News You Can Use" format.
April 4 2013	TOIFA Press Conference	Times Group is organizing.  PCC can attend for photo/small speaking role.
April 4 2013	TOIFA Film screenings	Film screenings will take place at multiplex in Abbotsford.  Theme is on a deceased famous Bollywood director. His son may be present. Times Group will offer free tickets to underprivileged families.  No official BC government role or products.
April 4 2013	TOIFA Musical Extravaganza	5 famous Bollywood musicians will put on a concert Ticketed event.  No official BC government role or products.
April 5 2013	TOIFA Film Premiere	Premiere screening of a new Bollywood film, ticketed red carpet event.  No official BC government role or products.
April 5 2013	TOIFA Fashion Extravaganza	Models and celebrities wear signature Bollywood fashions made by famous Bollywood designers. Ticketed event.  No official BC government role or products.
April 6 2013	TOIFA Red Carpet	Red carpet show for celebrity entrance to the TOIFA event at BC Place.  No official BC government role or products.
April 6 2013	TOIFA Presentation Ceremony	Live to tape, 3 hour event starting at 7pm.  PCC will make a short appearance with a Bollywood celeb to introduce a 3 minute video featuring the trade and travel opportunities BC has to offer Indian

		tourists/businesses.
May 2013	Celebrity travelogue visit	Young Bollywood celebrity will film a travelogue of BC hot spots.  Media Avail/Photo Op with Ministers/Premier. News Release with tourism focus to go out on final day.

### 1. Global Business Forum Announcement

**GOAL:** provide a lead-in to the TOIFA awards launch by announcing the Global Business Forum as a part of the BC government's broader India outreach strategy.

**AUDIENCE:** Vancouver residents, South-Asian community, Tourism Industry

**ACTIONS:**

- December, 2012: Minister Mike de Jong in Mumbai to open new trade offices, will make the announcement with TOI representatives. News release to go out locally.
- Minister Bell prepared and available to talk to media about BC's efforts to reach out to India.

### 2. TOIFA launch/announcement

**GOAL:** position the BC government as a sponsor of this event, explain why the investment fits into government's initiative to open new markets for BC products in India in order to create jobs at home.

**AUDIENCE:** BC business, South-Asian community

**ACTIONS:**

- Distribute full media package outlining event details, schedule, personalities, BC companies contracted, budget estimates, ticketing, BC government India outreach summary (below), background on Times Group.

### 3. Lead up to event (Travel Trade Activation/Global Voting launch/Women's Forum)

**GOAL:** raise awareness/ positive "buzz" for upcoming event, continue to position the event as one measure in an overall India Market Outreach effort by government.

**AUDIENCE:** Vancouverites, South-Asian community

**ACTIONS:**

- News releases on various activities related to the awards event; government officials may participate in some of these events, for example if an event involves post-secondary institutions, the arts, or the business community
- Possible update event at future site of awards as prep is underway, can be with PCC, MPB, Times Group, or all

- Possible editorial to Vancouver Sun from MPB re: long term tourism benefits, cultural Value and immediate economic impact

### 3. TOIFA Events

GOAL: Remind British Columbians of BC Government's work to open new doors for trade and tourism with India, importance of a government that says B.C. is open for business.

AUDIENCE: Province-wide

ACTIONS:

- News releases on the various activities during the awards weekend celebration; government officials may participate in some of the events as guests.
- Ensure live TV, radio capabilities on site, offer "on location" broadcast to major, ethnic and Asian news media
- PCC and BC video will be part of the Awards broadcast.

### 4. Post-event (perhaps to coincide with Youth Celebrity Travelogue visit)

GOAL: debrief on successful event and what it means to B.C., reinforce government's role.

AUDIENCE: Province-wide

ACTIONS:

- Report out on:
  - o accounting of earned media in India and value
  - o BC companies involved in all activities
  - o Immediate revenue/international visits etc if possible
  - o Viewership and audience for the awards as well as voting numbers

### **Challenges/Risks**

In an environment of tight budgets and remaining challenging labour negotiations, the image of Bollywood stars traveling to B.C. to attend a celebration sponsored by the Province presents an issues management challenge.

A comprehensive argument must be made to justify the expenditure and the positive economic impacts to the Province.

### **India Market Outreach Efforts**

*\*The Indian government is in the process of finalizing a number of highly anticipated economic reforms in various sectors of interest to BC (including mining and education). These activities*

*will put BC in a strong position to get out in front of other jurisdictions to capitalize on new opportunities in this fast growing market.\**

- Premier's Jobs and Trade Mission, November 2011
  - Raised BC's profile in India
  - Started process of building relationships
  - Identified opportunities for partnerships and promotions for trade
  
- Opening of two new BC Trade and Investment Offices (Mumbai/Chandigarh)
  - Complements existing office in Bangalore
  - Enables BC to tap into vast potential for opportunities with India
  - Physical presence is critical because of the size and complexity of the market
  - Multiple offices provide adequate sector and geographic coverage
  - The India-based TIR network will be tripled, from four managers to 12, and will help B.C. build on its educational ties with the country. Each new office will focus on targeted sectors:
    1. Chandigarh will specialize in agri-foods and tourism.
    2. Mumbai's focus will be on natural resources, film, education, transportation and financial services. This office will take the lead in attracting Indian corporate investment to B.C.
  
- As of September, year-to-date B.C. exports of goods to India are up significantly, by 224 per cent, compared to the same period in 2011.
  
- The Ministry of Jobs, Tourism and Skills Training's International Market Development Branch is led a trade delegation to Delhi, India from Nov. 5-9.
  
- This is one of several trade delegations to and from India this year that the Ministry is organizing, focused around key sectors in *Canada Starts Here: The BC Jobs Plan*. It included 18 representatives from British Columbia companies in renewable energy and clean technology, including Ballard Power Systems, Exro Technologies and Westport, which recently signed an agreement with India's Tata Motors to develop an engine for light- and medium-duty trucks and buses.

- The B.C. trade delegation was scheduled to coincide with key events in India during that timeframe:
  - 6th Annual Renewable Energy India 2012 Expo, Nov. 7 - 9. The Ministry of Jobs, Tourism and Skills Training has secured booth space in the Canada Pavilion and its International Marketing Secretariat has created sector-focused brochures and signage to promote British Columbia's clean-technology expertise.
  - The Canada India Business Council is organizing the high-profile Canada-India Business Forum, Nov. 5 - 6, 2012.
  - World Economic Forum on India, Nov. 6 - 8.
  - Site visits to renewable energy projects, including the Solar Energy Centre, organized by B.C.'s Trade and Investment Office in India and the Canadian High Commission in Delhi.
  - All of these activities are supported and facilitated by British Columbia's network of International Trade and Investment Representatives.
  
- Hosting of TOIFA
  
- New FII office in India
  - Increases ability to explore new opportunities for BC wood products in the Indian market
  
- Trade Shows, Conferences and Meetings (BC presence TBC)
  - Global Business Forum to be held in conjunction with TOIFA event
  - Global Buyer Mission
  - 2<sup>nd</sup> BC-India Joint Working Group Meeting
  - BC-India Air Access Workshop
  - India Telecom
  - FICCI Frames
  - CommunicAsia
  - 6<sup>th</sup> Renewable Energy India Expo
  - Water Expo
  - Globe 2014
  - Bio-Partnering North America
  - Bangalore India Bio

- Pacific Rim on Industrial Biotechnology and Bioenergy
  - India Mining Exhibition
  - India Mining Exhibition 2013
  - Delhi Wood
  - Canada India Agriculture and Food Processing Forum
  - Agro Technology and Business Fair (2012/2013)
  - Aero-India 2013
  - FICCI Higher Education Summit 2013
  - 3<sup>rd</sup> Canada-India Business Forum
- MOUs (pending)
    - Mining
    - Education

**Background: The Times Group (needs verification)**

The Times Group (also referred as Bennett, Coleman and Co. Ltd.) is the largest mass media company in India. The company remains a family-owned business as the descendants of Sahu Jain family controls majority stake in Times Group. The company has sixteen publishing centres, fifteen printing centres, fifty-five sales offices, Over 7000 employees, five dailies, including two of the largest in the country with approx 4.3 million, copies circulated daily, two lead magazines, twenty-nine niche magazines reaching 2468 cities and towns, thirty-two Radio Stations, two Television News Channels, one Television Life Style Channel and turnover in excess of USD 1 billion.

Its major brands include:

- The Times of India, World's largest English-language broadsheet daily in terms of circulation
- The Economic Times, India's largest financial daily, and the world's second largest in terms of circulation after The Wall Street Journal
- Maharashtra Times, Marathi daily
- Navbharat Times, Hindi Daily in Delhi and Mumbai
- Sandhya Times, Hindi Daily Evening Tabloid in Delhi
- Mumbai Mirror India's largest circulated compact newspaper
- Kolkata Mirror
- Ahmedabad Mirror
- Pune Mirror

- Bangalore Mirror, Bangalore's first morning compact daily
- Brand Capital
- Vijaya Karnataka, Kannada daily.
- ZigWheels, India's largest Automobile magazine.
- ET Wealth, India's largest Personal Finance compact weekly.

### ***Subsidiaries***

The Times Group subsidiary companies include:

#### **ENIL & TIML**

Times Innovative Media Limited & Entertainment Network India Limited that together control

- Radio Mirchi National network of Private FM stations
- 360 Degrees Events
- Times Outdoors Outdoors
- Mirchi Movies Limited Filmed Entertainment. Producers of BEING CYRUS, VELLITHIRAI, MANJADIKURU

#### **Times Internet Limited**

Times Internet Limited is one of the largest internet companies of India. It has interests in online news, online business news, Hindi, Marati, Kannada, and Bengali news, mobile, eCommerce, music, video, and communities. Some of the larger properties of TIL include:

- Indiatimes shopping - one of the largest and earliest ecommerce portals in India
- Indiatimes
- Times of India
- Economic Times
- Navbharat Times
- Maharashtra Times
- Times City
- Gaana.com
- BoxTV.com
- TimesDeal

#### **Times of Money**

Times of Money operates financial remittance services for Indians abroad to send money back to India. Their product, remit2India, is a standalone product, while also powering the remittance services of many banks globally.

#### **Times Global Broadcasting Limited**

Television division. It is also called Times Television Network.

- Times Now A general interest news Channel
- Smart Hire A Consulting Division - Recruitments
- ET Now A business news channel
- Zoom A 24x7 Bollywood entertainment and gossip channel
- Movies Now A 24x7 Hollywood Movies channel in High Definition (India's first)

### **Times Business Solutions**

- TBSL, corporate website of TBSL.
- TimesJobs, a jobs portal
- Techgig, a professional networking site for Technology Peoples.
- SimplyMarry, a matrimonial portal
- Magic Bricks, a real estate portal
- Yolist, free classifieds portal
- Ads2Book, online classifieds booking system for print publications
- PeerPower, a Senior-Level professional networking portal

### **World Wide Media**

World Wide Media - started off as a 50:50 magazine joint venture between BCCL and BBC magazines. In August 2011, it was announced that Bennett, Coleman & Co. bought out the remaining 50 per cent shares of Worldwide Media from BBC Worldwide thereby making World Wide Media a fully owned subsidiary of BCCL.

- Filmfare
- Filmfare Awards
- Femina
- Femina Miss India A Beauty Paegent
- Top Gear Magazine India
- BBC Good Homes
- Femina Hindi
- Grazia
- What to Wear

On 30 May 2008, SMG sold The British Virgin Radio to TIML Radio Limited for £53.2 million with £15 million set aside for rebranding.<sup>[9]</sup> On 28 September 2008, The British Virgin Radio Station rebranded as Absolute Radio, including the sister radio stations Absolute Xtreme and Absolute Classic Rock.

### **Stations**

- Absolute Radio
- Absolute Radio 60s
- Absolute Radio 70s
- Absolute 80s
- Absolute Radio 90s

- Absolute Radio 00s
- Absolute Classic Rock
- Absolute Radio Extra

This company is a direct subsidiary of BCCL (not through TIML or ENIL).

**Event Proposal – For PREM Consideration  
ADVICE TO MINISTER**

**MINISTRY OF JOBS, TOURISM AND SKILLS TRAINING**

**Event Title: Times of India Film Awards announcement and launch**

<b>Date:</b> January 22 <sup>th</sup> 2013, afternoon	<b>Media Market:</b> Province-wide
<b>Location:</b> Vancouver Convention Centre West 1055 Canada Place Vancouver	<b>English Media Spokesperson:</b> Premier Christy Clark
	<b>Multicultural Media Spokesperson:</b> Premier Christy Clark
<b>Author/Ministry:</b> Rebecca Scott/GCPE JTST	

## THE EVENT

### PROACTIVE EVENT OR INVITATION

- Proactive Event

### EVENT

- This event is to announce that the Times Group is holding their inaugural Times of India Film Awards, as well as a series of other events beneficial to trade and investment with India, in Vancouver.
- Celebrities, logos, locations etc will all be unveiled at this event

### GOVERNMENT OF BRITISH COLUMBIA FUNDING / PARTNER FUNDING (IF APPLICABLE):

- Government of BC funding:
  - \$9.5 million to Times Group for awards production
  - \$1.5 million for BC promotion:
    - Business forum, Opening act highlighting BC attributes, BC commercial to play during television broadcast, Promotional activities in BC, Community activities, Resourcing (contractors for project management)
- Partner funding: Times Group: \$9.5 million

### WHO'S ORGANIZING?

- PO
- GCPE (JTST)
- Times Group

### STRATEGIC CONSIDERATIONS / RECOMMENDATIONS and THEME:

- This is a Jobs Plan announcement as India was identified as a key emerging market for BC goods.
- This is an event that must focus on the BC government's market outreach efforts in India, and the role that these awards events will play in establishing a trade foothold in some of the fastest growing markets in the world.
- This is a TRADE announcement, first and foremost.
- The Indian government is finalizing highly anticipated economic reforms that have the potential to positively impact trade with BC.
- Premier Clark began the process of building relationships when she visited India during a Jobs and Trade Mission in 2011.
- With those initial relationships established, our main barrier to increased trade with India is exposure.
- The Times Group is India's largest mass media conglomerate.
- The company has five dailies, two lead magazines, twenty-nine niche magazines, thirty-two Radio Stations, two Television News Channels, one Television Life Style Channel and turnover in excess of USD 1 billion.
- Its major brands include:
  - The Times of India, World's largest English-language broadsheet daily in terms of circulation
  - The Economic Times, India's largest financial daily, and the world's second largest in terms of circulation after The Wall Street Journal
- Through the film awards and related events, the Times Group is offering BC a chance at reaching more Indian businesses and travellers than we could ever have imagined or achieved on our own.
- Hosting these events is an enormous opportunity to open doors to trade and investment with India that would create jobs in BC.
- It is estimated that there will be \$13 - \$19 million of direct spending in BC during the awards events.
- Media exposure in India is conservatively estimated at a value of \$13 million.
- Events Times Group is proposing: Global voting launch, BC Women's Empowerment Forum, Miss India Femina Fashion Fundraiser, TOIFA Red Carpet Welcome, TOIFA Press Conference, TOIFA Film Screenings, TOIFA Musical Extravaganza, TOIFA Film Premiere, TOIFA Bollywood Fashion Extravaganza, TOIFA Awards Ceremony and Broadcast and Celebrity Youth Travelogue.

### VENUE DESCRIPTION

- The event will take place in the Vancouver Convention Centre against a window backdrop showing our beautiful North Shore mountains.
  - The reason for this location is because there will be Indian media at the event, who will beam back those iconic Vancouver images to wide audiences in India and around the world
  - We also require a space that will hold a significant audience of about 100 guests.
- We are able to set aside an area nearby where a Bollywood demonstration can take place for b-roll.
- The Bollywood demonstration will be produced by Shaimuk Davar, a Bollywood choreographer who has recently opened a studio in North Vancouver. He is also the official choreographer for the TOIFA show.
- B-roll will also show PCC with business leaders and Times Group officials unveiling logos and introducing celebs.

**EVENT PARTICIPANTS (SPEAKERS)**

- MC: Taranum Thind, Entertainment Reporter, Omni TV (TBD)
- Premier Christy Clark
- Times Group official
- South Asian business validator
- Bollywood celebrity from India
- BC business validator ( s.13

**KEY VALIDATORS & STAKEHOLDERS**

- Canada India Foundation
- South Asian Business Association
- Canada India Business Council
- Asia Pacific Foundation
- South Asian Business Association
- BC Chamber of Commerce
- BC Business Council
- Vancouver Board of Trade, Surrey Board of Trade
- Mayors of Vancouver, Surrey, Richmond and Abbotsford
- Simon Fraser University (has an India Market Advisory Group)

**TARGET AUDIENCE**

- BC business community
- BC South Asian community

**VISUAL MESSAGE(S)**

**DESIRED PICTURE (STILL)**

- Premier unveiling Vancouver logo with BC business leaders and Bollywood celeb

**DESIRED PICTURE (VIDEO)**

- Same

**ACTUAL SPEAKING BACKDROP**

- North Shore mountains/Stanley Park through VCC window.

**WRITTEN MESSAGE(S)**

**DESIRED SOUNDBITE / KEY NEWS RELEASE SOUNDBITE**

“India’s middle class is rapidly expanding, opening up new opportunities for trade and investment that will create jobs here at home. Hosting the Times of India Film Awards is one piece of our government’s market outreach efforts in India, a once-in-a-generation economic opportunity for British Columbia, and one that our government is not prepared to let pass us by.”

**KEY MESSAGES**

- The millions we can expect to be injected into our economy make hosting the awards well worth the investment, but it’s just a start. The TOIFA is a catalyst for building awareness of B.C. to Indian businesses, deepening relationships and kick-starting enhanced trade, investment and tourism activities.
- Our strategy is working already: exports to India are up by 225% and tourism has grown by 11%. But while we’ve had success building initial, high-level relationships, we need help in telling average Indian businesses and travellers what BC has to offer.
- Times Group is the largest media conglomerate in the world. They reach over 90 million people a day... most in India. The future trade and tourism benefits of the kind of exposure they can offer are tremendous.

## **FACTSHEET**

### **Times of India Film Awards**

**The Times of India Group**, creators and presenters of The Times of India Film Awards (TOIFA), is India's largest media conglomerate with presence across diverse media platforms. Through their power brands, the group reaches an average of 90 million people per day. The Times of India newspaper is the world's largest English-language daily in terms of circulation.

The first ever **Times of India Film Awards** will be hosted in Vancouver, British Columbia from April 4 to 6<sup>th</sup> 2013. The film awards will be held annually at diverse international locations, taking Bollywood Cinema to global destinations and engaging with fans the world over.

**Economic benefits** to B.C include:

- Increased awareness and interest in travel to BC from India. Times Group estimates an audience of 200 million for the awards show alone, another 200 million for their two repeat broadcasts and upwards of 30,000 live spectators.
- Large scale events have the potential to significantly increase the number of people motivated to visit a destination.
- Hosting this awards show will have an impact on trade and investments simply through the enormous audience that Times Group commands. 90 million people per day read one of their newspapers or watch one of their TV stations.
- In addition to long term trade, there will be some direct and immediate benefits specifically from hosting the TOIFA:
  - Between \$13-18 million in direct spending in BC during the awards.
- The online voting process provides a window into BC tourism and trade information for all those that visit the website.

**India as a key market**

- India's middle class is expected to grow to 583 million in the next 15 years from just 50 million today. This growth will unleash enormous buying potential, much of which will be met by global imports. In the first 11 months of 2012, British Columbia saw its exports to India increase by over 104 per cent compared to the same period in 2011.
- Hosting the Times of India Film Awards is one piece of our government's market outreach efforts in India. Through our Jobs and Trade Mission and our new Trade Offices, we've already started the process of making contacts and building relationships.
- Opening up new markets for trade in India could mean billions of dollars in new investment and new jobs for British Columbian families.

**CONFIDENTIAL  
ISSUES NOTE**

Ministry of Jobs, Tourism & Skills Training  
and Minister Responsible for Labour  
Date: Feb 1, 2013  
Minister Responsible: Pat Bell

**TOIFA, IIFA and April date**

**ADVICE AND RECOMMENDED RESPONSE:**

- I can tell you that a specified date was in no way attached to our bid for IIFA. Our bid was monetary only.
- In fact, our proposed June date is printed in large letters on the cover of our bid book – which any member of the public can access.
- The fact is that Wizcraft was asking for much more than we had budgeted and our bid was rejected with no counter-proposal from them.
- Times Group approached us about a month after our discussions with Wizcraft had ended with a much better proposal that included extensive, guaranteed media coverage in India and pre and post awards activities.
- In this case, we were able to negotiate a mutually-agreeable amount with Times Group, one that aligns with the value we will get from media coverage as well as from direct spending in B.C. during the event.
- The Times Group proposal was far superior then what Wizcraft offered. TOI proposal is a longer term strategy that allows us to showcase B.C. to an emerging market.
- The Province was able to land a far superior event in TOIFA, with an organization that has a 100 year relationship with the Bollywood industry, and also has 50+ years of experience of putting on extraordinary FilmFare awards – the true Oscars of Bollywood.
- As any cost-conscious shopper knows, if you can get a better product for significantly less, you've scored big – and that's especially true where taxpayer dollars are involved.

- **The Times Group is a bastion of media longevity and dominance in India. We are immensely proud that they chose Vancouver for their inaugural awards show.**
- **We are confident in the enormous trade and travel benefits that will come to British Columbia as a result of the unparalleled exposure the Times Group can offer.**

**KEY FACTS:**

During her Jobs and Trade Mission to India in November 2011, Premier Christy Clark announced that the BC government was bidding on IIFA's 2013 event. Following her announcement, there was some excitement about the prospect of holding the 2013 IIFA event.

The BC government submitted a bid to IIFA organizer Wizcraft. The bid was for s.17 to Wizcraft for the event and budgeting for another s.17 for promotional events. The bid was based on the negotiating mandate at the time s.17

In May, 2012, Wizcraft responded that the bid was rejected. They did not make a counter-proposal. They told JTST staff that they would require the Province to provide \$15 million for the awards, bringing the total cost well above the Province's negotiating mandate

The Province did not submit a second bid and negotiations ended. A change of date was not part of the negotiations.

In June, 2013, The Times Group approached the Province with a proposal to host a Awards event in Vancouver. The Times Group proposed to use the film awards event to promote tourism in BC and leverage trade and investment activities from India. Unlike the Wizcraft event, the Times Group's proposal included multiple events over several months and guaranteed extensive media coverage in India.

The negotiating mandate was revised due to the size and scale of the Times Group proposal and the expected media exposure to be gained from an agreement with Bennett Coleman.

The BC government's investment is a total of \$11 million, with \$9.5 million to the Times Group for awards production and an additional \$1.5 million for promotional events.

Communications Contact:	Rebecca Scott	250 952-0876
Program Area Contact:	Grant Mackay	
File Created:	Feb 1/13	
File Updated:	Feb 1/13	
File Location:	Document1	

## Hayes, Dana GCPE:EX

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**From:** Haslam, David GCPE:EX  
**Sent:** Monday, January 21, 2013 11:04 AM  
**To:** Scott, Rebecca GCPE:EX  
**Cc:** McAndrews, Caroline GCPE:EX; Lansdell, Hayden GCPE:EX  
**Subject:** FW: India movies filmed in BC

Rebecca – BC film commission provided below. Not fulsome but provides enough for PCC to answer knowledgeably if asked what india movies have been filmed in bc:

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**From:** Bernard, Julie BCFC:EX  
**Sent:** Monday, January 21, 2013 10:28 AM  
**To:** Gordon, Matt GCPE:EX  
**Cc:** Croome, Susan E BCFC:EX  
**Subject:** RE: India movies filmed in BC

Hi Matt  
Here's some information that we've gathered:

**White Hill** Production is Parent company for all these 3 Projects:  
1) Best Of Luck 2012 (Budget \$ 1.5 million) Spent in BC 1 Million.  
2) Singh VS Kaur 2012 ( Budget \$1 million ) Spent in BC \$500000.00  
3) Jatt & Juliet 2 2012( Budget \$ 1.8 million) Spent in BC 1.2 Million

Sunny Sidhu  
[www.whitehillproduction.com](http://www.whitehillproduction.com)  
604.724.9137

And this information came from a local Production Manager, **Baljit Sangra**:

Yaariyan 2007 (featuring Furdas Mann Om Puri)  
Neal Nikki 2005 (Yashraj Films)  
Na Tum Jaano Na Hum 2002 ( starring Rhitek Roshan/Saif Ali Khan, Esha Deol)  
Pardes 1996 (staring Sharukh Khan) check spelling  
Shakti (Karisma Kapoor)  
Mohabatt (Maduri Dixit) check spelling  
Mohabatein check spelling

Hope this is helpful.  
Cheers  
Julie

Julie Bernard  
Manager, Production Services  
British Columbia Film Commission  
(604) 660-2754

email: [julieb@bcfilmcommission.com](mailto:julieb@bcfilmcommission.com)  
website: [www.bcfilmcommission.com](http://www.bcfilmcommission.com)

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**From:** Croome, Susan E BCFC:EX  
**Sent:** Friday, January 18, 2013 3:54 PM  
**To:** Bernard, Julie BCFC:EX  
**Cc:** Gordon, Matt GCPE:EX  
**Subject:** FW: India movies filmed in BC

Julie,

Can you please pull any India project titles over the past 5 years, or as many as you can find for Matt? (Haslam's actually looking for 10 years...) they will likely need this by noon Monday. Thanks Julie. S.

Susan Croome  
British Columbia Film Commissioner  
Ministry of Community, Sport, and Cultural Development  
Phone: 604 660-3235  
<mailto:susanc@bcfilmcommission.com>  
[www.bcfilmcommission.com](http://www.bcfilmcommission.com)

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**From:** Gordon, Matt GCPE:EX  
**Sent:** Friday, January 18, 2013 3:38 PM  
**To:** Croome, Susan E BCFC:EX  
**Cc:** Haslam, David GCPE:EX; Currie, David GCPE:EX  
**Subject:** Fwd: India movies filmed in BC

Hi Susan - see request below please from JTST - tks!

Sent from my iPhone

Begin forwarded message:

**From:** "Haslam, David GCPE:EX" <[David.Haslam@gov.bc.ca](mailto:David.Haslam@gov.bc.ca)>  
**Date:** 18 January, 2013 3:36:36 PM PST  
**To:** "Gordon, Matt GCPE:EX" <[Matt.Gordon@gov.bc.ca](mailto:Matt.Gordon@gov.bc.ca)>  
**Cc:** "McAndrews, Caroline GCPE:EX" <[Caroline.McAndrews@gov.bc.ca](mailto:Caroline.McAndrews@gov.bc.ca)>, "Currie, David GCPE:EX" <[David.Currie@gov.bc.ca](mailto:David.Currie@gov.bc.ca)>, "Scott, Rebecca GCPE:EX" <[Rebecca.Scott@gov.bc.ca](mailto:Rebecca.Scott@gov.bc.ca)>, "Lansdell, Hayden GCPE:EX" <[Hayden.Lansdell@gov.bc.ca](mailto:Hayden.Lansdell@gov.bc.ca)>  
**Subject:** FW: India movies filmed in BC

Matt - Asian Pacific Post editor Jagdeesh Mann was interviewed on Bill Good today about the Times of India Film Awards and said India movies have been filmed in Vancouver. We expect media will

ask about them at the PCC Jan 22 announcement. Can you please make a request to the BC Film Commission to provide a list of India movies over the last ten years. Thanks - Haslam

## Hayes, Dana GCPE:EX

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**From:** Sit, Vera JTST:EX  
**Sent:** Friday, January 25, 2013 1:32 PM  
**To:** Scott, Rebecca GCPE:EX  
**Subject:** Re: IIFA cost

Wizcraft's request to BC was \$15 million plus free venues and other responsibilities.

\$3M community activation was what Ontario ended up spending. Separate from the bid.

Vera Sit

Executive Director, Strategic Initiatives

Economic Development Division

Ministry of Jobs, Tourism and Skills Training

250 387 6061

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**From:** Scott, Rebecca GCPE:EX  
**Sent:** Friday, January 25, 2013 12:48 PM Pacific Standard Time  
**To:** Sit, Vera JTST:EX  
**Subject:** IIFA cost

Hey Vera,

Is this correct?

Wizcraft wanted us to spend \$15M on the Awards and \$3M on community activation?

Thanks!

R

*Rebecca Scott*

*Government Communications and Public Engagement*

*Ministry of Jobs, Tourism and Skills Training and Ministry Responsible for Labour*

*250 952-0876*

## Hayes, Dana GCPE:EX

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**From:** Colbourne, Scott GPCE:EX  
**Sent:** Tuesday, January 22, 2013 9:46 AM  
**To:** Scott, Rebecca GCPE:EX  
**Subject:** RE: Urgent Minister Q

Our latest data from 2010/11 notes B.C. hosted 2,800 students from India (up from 1,600 in 2009/10).

-----Original Message-----

**From:** Scott, Rebecca GCPE:EX  
**Sent:** Tuesday, January 22, 2013 9:28 AM  
**To:** Nicholas, Michael JTST:EX; Little, Christine JTST:EX  
**Cc:** Colbourne, Scott GPCE:EX; Lansdell, Hayden GCPE:EX  
**Subject:** Urgent Minister Q

What is the inbound investment right now from India? What are the main industries?

And

How many intl students?

In mtng with him now.

Thx!

R

## Hayes, Dana GCPE:EX

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**From:** Bhullar, Barinder PREM:EX  
**Sent:** Wednesday, January 30, 2013 6:39 PM  
**To:** Mackay, Grant JTST:EX; Sit, Vera JTST:EX; Burnes, Jane I JTST:EX; Leeck, Monica JTST:EX; Scott, Rebecca GCPE:EX  
**Subject:** Fw: TOIFA launch in Mumbai  
**Attachments:** TOIFA Vancouver press conference.docx

Fyi - from CG in Mumbai.

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**From:** [Nicolas.Lepage@international.gc.ca](mailto:Nicolas.Lepage@international.gc.ca) [<mailto:Nicolas.Lepage@international.gc.ca>]  
**Sent:** Wednesday, January 30, 2013 05:46 AM Pacific Standard Time  
**To:** Bhullar, Barinder PREM:EX  
**Subject:** TOIFA launch in Mumbai

Barinder: as you already probably know by now, the event was a large success, with hundreds of media showing up. Here are a few links to articles published this am:

<http://timesofindia.indiatimes.com/city/mumbai/TOI-awards-to-fete-talent-in-Bollywood/articleshow/18248358.cms>

<http://www.business-standard.com/india/news/times-group-takesiifanew-film-awards/500455/>

<http://english.samaylive.com/entertainment-news/676522891/toifa-awards-launched-by-shah-rukh-khan.html>

I'm sure Tol will send you a full media scan.

Attached are for your reference the notes used by our Deputy High Commissioner.

TOIFA has been well received out here and this is really starting to create a buzz. Nicolas

## Hayes, Dana GCPE:EX

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**From:** Nicholas, Michael JTST:EX  
**Sent:** Tuesday, January 22, 2013 9:50 AM  
**To:** Scott, Rebecca GCPE:EX; Little, Christine JTST:EX  
**Cc:** Colbourne, Scott GPCE:EX; Lansdell, Hayden GCPE:EX  
**Subject:** RE: Urgent Minister Q

Hi,

Investment statistics are not collected by Province ( s.13 ) so there are no solid stats on this. The current total for Indian investment to Canada is \$4.4bn but we know of one Indian company alone that has invested more than \$7bn in Canada.

The main industries that we have seen individual Indian investments are in clean energy (wood pellets), film/post-production/digital media, information technology and mining & mineral processing.

In 2010, there were 2225 Indian students in BC.

Regards,

Michael

-----Original Message-----

**From:** Scott, Rebecca GCPE:EX  
**Sent:** Tuesday, January 22, 2013 9:28 AM  
**To:** Nicholas, Michael JTST:EX; Little, Christine JTST:EX  
**Cc:** Colbourne, Scott GPCE:EX; Lansdell, Hayden GCPE:EX  
**Subject:** Urgent Minister Q

What is the inbound investment right now from India? What are the main industries?

And

How many intl students?

In mtng with him now.

Thx!

R

## Hayes, Dana GCPE:EX

**From:** Sit, Vera JTST:EX  
**Sent:** Tuesday, December 18, 2012 7:23 AM  
**To:** Little, Christine JTST:EX; Yang-Mason, Gloria JTST:EX; Burnes, Jane I JTST:EX; Scott, Rebecca GCPE:EX; Yelovatz, Maureen JTST:EX; Byng, Dave A JTST:EX  
**Subject:** Fw: Telecast schedule of Mr. de Jong's interview  
**Importance:** High

FYI only.

Vera Sit  
Executive Director, Strategic Initiatives  
Economic Development Division  
Ministry of Jobs, Tourism and Skills Training

250 387 6061

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**From:** Chandru [<mailto:chandru.s@timesgroup.com>]  
**Sent:** Tuesday, December 18, 2012 04:05 AM Pacific Standard Time  
**To:** Leeck, Monica JTST:EX; Ommundsen, Eric JTST:EX; XT:Patil, Chaitanya JTST:IN; Nicholas, Michael JTST:EX  
**Cc:** Sit, Vera JTST:EX; Mackay, Grant JTST:EX; [priyanka.singh1@timesgroup.com](mailto:priyanka.singh1@timesgroup.com)  
<[priyanka.singh1@timesgroup.com](mailto:priyanka.singh1@timesgroup.com)>; [sameer.soni@timesgroup.com](mailto:sameer.soni@timesgroup.com) <[sameer.soni@timesgroup.com](mailto:sameer.soni@timesgroup.com)>  
**Subject:** Telecast schedule of Mr. de Jong's interview

Hi Monica/Eric,

Please find below the tentative schedule for telecast of Mr. Michael de Jong's interviews on our News Channels:

This will be titled 'Trade & Invest in British Columbia'.

On Air Promotion							
Channel	Territory	Date	Details	Time	Date	Details	Time
ET Now	India	22nd December	Original	6:00 PM	23rd December	Repeat	5:30 PM
ET Now	Africa	22nd December	Original	12:30 PM	23rd December	Repeat	12:00 PM
ET Now	Japan	22nd December	Original	9:30 PM	23rd December	Repeat	9:00 PM
ET Now	Middle East	22nd December	Original	4:30 PM	23rd December	Repeat	4:00 PM
TIMES NOW	ANZ	29th December	Original	6:00 PM	30th December	Repeat	5:30 PM
TIMES NOW	ME	29th December	Original	6:00 PM	30th December	Repeat	5:30 PM
TIMES NOW	USA	29th December	Original	6:00 PM	30th December	Repeat	5:30 PM
TIMES NOW	Canada	29th December	Original	3:00 PM	30th December	Repeat	2:30 PM

### International promo schedule:-

#### 30 promos :-

26 Dec -6

27 Dec - 6

28 Dec -6

29 Dec -6

30 Dec -6

Above will be played in each territory.

We will also be doing 2 print ads on **India Abroad & India West** publications in USA, very likely on the 28<sup>th</sup> of December. Will keep you updated on the same.

Thanks and regards,

Chandru Sambasivan

s.22

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**From:** [Sit, Vera JTST:EX](#)  
**To:** [Scott, Rebecca GCPE:EX](#);  
**Subject:** Toronto statistics  
**Date:** Friday, November 30, 2012 11:31:10 AM

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Hello Rebecca,

Here is what I got from Toronto on their IIFA event.

Regards,  
Vera Sit  
Executive Director, Strategic Initiatives  
Economic Development Division  
Ministry of Jobs, Tourism, and Skills Training  
Tel: 250-387-6061

---

**From:** Sweeting, Robert (MTC) [mailto:Robert.Sweeting@ontario.ca]  
**Sent:** Friday, April 20, 2012 1:30 PM  
**To:** Sit, Vera JTI:EX  
**Cc:** Jewell, Debbie (MTC); Langford, Michael (MTC); Dyer, Monica (MTC)  
**Subject:** RE: MOU and Contract passages that you asked for

Hi Vera, these are the basic IIFA facts that we use:

s.16

We have not formally released this messaging publicly, but it's what we use to describe the event, and it's what we have ready if we are asked. I would be happy to discuss this with you on the telephone, if you like.

Best regards,  
Robert

Robert Sweeting  
Senior Business Advisor  
Investment & Development Office  
Tourism Policy and Development Division  
Ontario Ministry of Tourism, Culture and Sport

E-Mail: [robert.sweeting@ontario.ca](mailto:robert.sweeting@ontario.ca)

Office: 416-325-7426

Mobile

: s.17

Fax: 416-327-2506

---

**From:** Sit, Vera JTI:EX [<mailto:Vera.Sit@gov.bc.ca>]  
**Sent:** April 20, 2012 4:18 PM  
**To:** Sweeting, Robert (MTC)  
**Subject:** Re: MOU and Contract passages that you asked for

Hello Robert,

Do you have any statistics from the Toronto IIFA event?

We are trying to do an economics analysis and would be grateful to get your post event statistics. Number of tourist, hotel room, additional employment, trade, any statistics related to the event including pre-award activities.

Would it be possible to get the information early next week?

Thank you in advance.

Vera Sit, Executive Director  
Ministry of Jobs, Tourism and Innovation

s.17

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**From:** Sweeting, Robert (MTC) [<mailto:Robert.Sweeting@ontario.ca>]  
**Sent:** Thursday, April 12, 2012 12:25 PM  
**To:** Sit, Vera JTI:EX  
**Cc:** Langford, Michael (MTC) <[Michael.Langford@ontario.ca](mailto:Michael.Langford@ontario.ca)>; Jewell, Debbie (MTC) <[Debbie.Jewell@ontario.ca](mailto:Debbie.Jewell@ontario.ca)>; Dyer, Monica (MTC) <[Monica.Dyer@ontario.ca](mailto:Monica.Dyer@ontario.ca)>  
**Subject:** MOU and Contract passages that you asked for

Hi Vera: here's the file you were looking for. s.22  
s.22 – is there anything else you need? (If so, please contact me.)  
Best regards, Robert

Robert Sweeting  
Senior Business Advisor  
Investment & Development Office  
Tourism Policy and Development Division  
Ontario Ministry of Tourism, Culture and Sport

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