

Agreement of Mutual Co-operation between Visit California and Producers Guild of India

California and Mumbai represent the primary hubs of film production in their countries and both are centres of global trading and meeting points for business networks. They have a strong and shared history in the entertainment trade, with ongoing cultural exchanges.

Visit California, on behalf of the Californian film industry, and the Producers Guild of India wish to further enhance their relationship for mutual benefit and for facilitating the shooting of Indian films in California. The main points agreed upon are: -

- Visit California and Producers Guild of India establish this agreement with the aim of primarily working together to share ideas and best practices on film production and promotion.
- Visit California and Producers Guild of India see this co-operative agreement as one which can further increase the understanding of their film production markets, promote tourism from India and increase mutual cultural understanding.
- Visit California and Producers Guild of India agree, subject to available funds, to exchange visits between California and Mumbai to enhance their relationship, and facilitate further opportunities for dialogue, and share ideas and best practices for facilitating filming in California.
- Visit California will use their best endeavors to enable the seamless and most effective use of local services and facilities with regard to securing agreements for filming across the respective City and State agencies, organizations, and Government authorities for members of Producers Guild of India.
- Visit California and Producers Guild of India will explore new and innovative ideas to further progress this relationship via exciting future initiatives.
- Visit California and Producers Guild of India agree to define, launch and support an ongoing process aimed at promoting Indian cinematographic works, television and

audio-visuals shot in California, that are advantageous in promoting visitation to the state.

- Visit California will introduce Producers Guild of India to the California Film Commission and other relevant bodies that facilitate the production of films and other cinematic content to help them with the following: -
 - Location scouting
 - Database of professionals/actors/companies/line producers
 - Support for logistics and technical solutions
 - Preliminary information about logistical bureaucratic issues
 - Surveys
 - Local authorities
 - Request for authorizations
 - Accommodation and transportation service suppliers.
- Based on available budgets, Visit California will support Producers Guild of India, wherever possible, to ensure the film is a success. This might include offering marketing support directly or via Visit California partners, running online and offline campaigns etc. However, the commercial aspect of each film will entirely be the responsibility of the respective Producers Guild member/producer.
- This agreement is valid for 2 years and will be reviewed thereafter.
- This agreement is signed under good faith without any financial and legal obligations of either party towards the other.

Caroline Beteta
President & CEO- Visit California

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Date: 14th November 2017

Siddharth Roy Kapur
President- Producers Guild of India

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