

## **LTIMindtree Joins Hands with International Film Festival of India (IFFI) to Drive AI-Powered Storytelling in Cinema**

### **Launches India's First AI Film Festival and Hackathon**

**Mumbai, India – November 3, 2025:** [LTIMindtree](#) [NSE: LTIM, BSE: 540005], a global technology consulting and digital solutions company, has partnered with the International Film Festival of India (IFFI) and the National Film Development Corporation (NFDC), under the Ministry of Information and Broadcasting, to launch India's first Artificial Intelligence (AI) Film Festival and Hackathon. The initiative will be held from November 20 to 28, 2025, during the 56th edition of IFFI in Goa.

The International Film Festival of India (IFFI), since its inception in 1952, has been a global platform celebrating cinematic excellence. Jointly organized by the National Film Development Corporation (NFDC), Ministry of Information and Broadcasting, and the Entertainment Society of Goa (ESG), IFFI showcases the finest international and Indian cinema, fostering creative exchange among filmmakers, artists, and industry professionals worldwide.

As part of this collaboration, LTIMindtree BlueVerse CraftStudio and NFDC aim to create a pioneering platform that explores the intersection of cinema and emerging technologies. The **AI Film Festival and Hackathon** will provide a space for filmmakers, creators, technologists, and innovators to experiment with AI-powered storytelling tools and showcase creative use cases that shape the future of cinematic expression. This initiative reinforces IFFI's commitment to embracing technological advancements while nurturing creative expression, positioning India at the forefront of AI-driven cinematic innovation.

Speaking about the initiative, **Shekhar Kapur, Festival Director, IFFI and Jury Chair of the IFFI AI Film Festival** said: "Cinema has always reflected the power of human imagination. Today, AI gives us a new lens that expands our ability to dream, design, and express. The IFFI AI Film Festival will be a playground for that evolution".

**Dr. Sujay Sen, Executive Vice President & Global Head of Interactive Services, LTIMindtree** said: "At LTIMindtree, we believe the future of storytelling lies at the confluence of human creativity and AI. Through this collaboration, we are proud to create a platform that nurtures innovation and brings the magic of AI to India's creative economy".

**Shri Prakash Magdum, Managing Director, NFDC, added:** "As India's leading platform for cinematic excellence, IFFI has always celebrated emerging voices and technologies. Partnering with LTIMindtree and Shekhar Kapur allows us to extend this creative legacy into the world of AI responsibly, inclusively, and with a vision for global collaboration".

#### **Festival Highlights**

- **AI Film Showcase:** Screening of AI-generated films across fiction, documentary, animation, and experimental categories.
- **48-Hour Hackathon:** A unique challenge for creators and developers to build AI-powered storytelling tools.
- **Workshops & Masterclasses:** Interactive sessions on AI in film production, ethical storytelling, and creative technology.
- **Global Collaboration:** Participation from international AI film festivals, with cross-credit recognition for creators and innovators.

**About IFFI**

The International Film Festival of India (IFFI), founded in 1952, is one of Asia's most prestigious film festivals and the only FIAPF-accredited competitive festival in South Asia. Held annually in Goa, IFFI brings together the best of world cinema, celebrates emerging talent, and serves as a confluence of ideas and cultures. Through its competitions, masterclasses, retrospectives, and partnerships, IFFI continues to redefine the dialogue between tradition and innovation in cinema.

**About LTIMindtree**

LTIMindtree is a global technology consulting and digital solutions company that partners with enterprises across industries to reimagine business models, accelerate innovation, and drive AI-centric growth. Trusted by more than 700 clients worldwide, we use advanced technologies to enable operational excellence, elevated customer experiences, and long-term value creation. With a workforce of more than 86,000 talented and entrepreneurial professionals across over 40 countries, LTIMindtree — a Larsen & Toubro Group company — is dedicated to solving complex business challenges and delivering transformation at scale. For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com).

**About NFDC**

The National Film Development Corporation (NFDC) is the central agency established by the Government of India to encourage and promote the growth of Indian cinema. Under the Ministry of Information and Broadcasting, NFDC has been instrumental in driving the country's creative economy through initiatives such as Film Bazaar, WAVES – India's Global Platform for the Creative Economy, and the Bharat Pavilion at global film festivals like Cannes and Berlinale. NFDC also spearheads major film festivals and media outreach campaigns, working to position India as a global content and production hub.

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