

AUGUST 22-24, 2025



ANIMATION
& MORE SUMMIT

ANiME !NDiA

アニメ・インディア

Executed by

AnimationXpress

The Founder



Anil Wanvari is the Founder and CEO of the Indian Television & AnimationXpress Media Group. He is also the Indian representative of MIPCOM Cannes, the world's largest B2B Content Market.



ANIMATION
& MORE SUMMIT

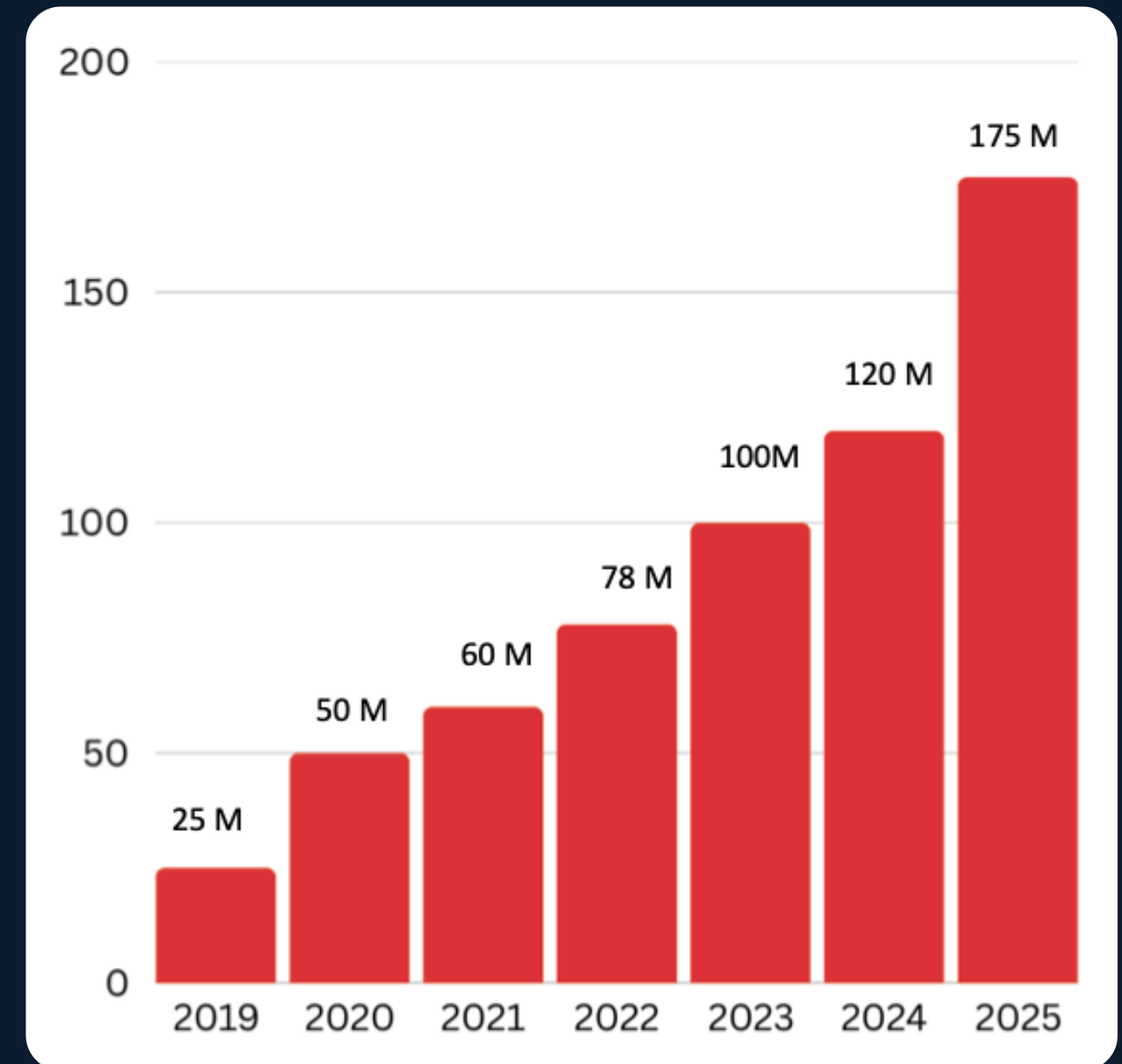
ANiME !NDiA

アニメ・インディア

ANIME INDIA - INDIA'S FIRST ANIME CONVENTION

The Indian Market

- It is projected that there will be **175mn anime fans** by the end of 2025.
- India is the **second-largest market for anime** after the United States.
- Research by AnimationXpress.com shows that **anime is the first choice of content** for a Youth audience.



Challenges for Anime in India

- No major **ticketed Anime-focused event**
 - **Comic Con** is the event most widely known and attended by anime fans, but also includes Indian & Western, and other Asian popular culture.
 - **Mumbai**, in particular, has the **largest youth population** but **no event other than Comic Con**.
- **Fake merchandise is rampant**
 - No events where IP holders can **screen their shows or sample merchandise**.
 - No event with both B2B (meeting Indian broadcasters and licensees) and B2C (addressing the needs of anime fans).

Our Solution

- A co-located **Animation & More Summit & Anime India** event between **August 22-24**.
 - A 3-day event where anime companies can meet B2B buyers and Indian anime fans alike.
- What anime companies can expect:
 - Promote their shows, movies and intellectual property (IP) in a **space dedicated to anime**
 - Screen their shows and movies **to the right audience**
 - Sample and sell their merchandise to a **ticketed, high-value audience**
 - **Participate in a space that does not allow counterfeit merchandise**

Join us! Create an experience zone to interact with both B2B Buyers and anime fans this August!

Three Days in Mumbai, India



● DAY 1

August 22, 2025

● 9 AM - 6 PM

● 9 AM - 8 PM

● Animation & More Summit

● **Anime India**

B2C exhibition, contests, panels and events

● DAY 2

August 23, 2025

● 9 AM - 8 PM

● 6 PM - 8 PM

● **Anime India**

B2C exhibition, contests, panels and events

● ANN Awards 2025

Celebrating Animation Excellence

● DAY 3

August 24, 2025

● 9 AM - 10 PM

● Anime India

B2C exhibition, contests, panels and events

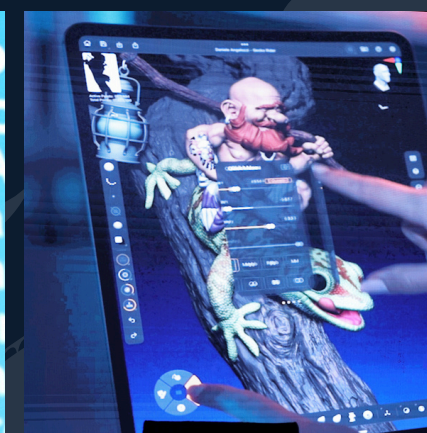


ABOUT ANIMATION & MORE

ANIMATION & MORE SUMMIT

A premier global event that brings together the brightest minds in Animation, Digital Media & Entertainment.

The seventh edition of A&M summit aims to break geographical and cultural boundaries by fostering international collaborations and exploring cutting-edge innovations that define the future of these dynamic industries.



The B2B Landscape

* Broadcasters & Streaming Platforms

Over 20 local Broadcasters & Streaming platforms

* Licensees: Corporate Companies

Over 100 India Licensees (Food companies, FMCG companies, Fashion & Lifestyle companies, Automobile companies, etc.)

* Indian Animation Companies

Over 200 local animation companies

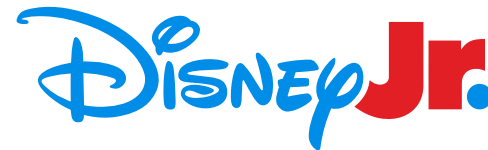
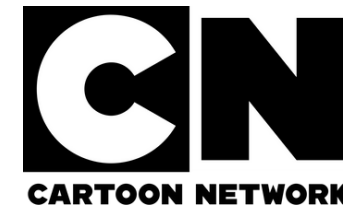
* Theme Future of Anime

Join the future of Anime - Meet all the companies from India who would be interested in Anime



Media Platforms

BROADCASTERS



... and many more regional broadcasters.

STREAMING

NG

SERVICES



Anime Times



crunchyroll



Licensees in India



Hindustan Unilever Limited



... and many more.

SONY YAY!'S LICENSING & MERCHANDISING



Indian anime ecosystem witnesses surge in localisation, celebrity endorsements, fan engagement and L&M in 2023; poised for growth in 2024 [Anshita Bhatt](#) (AnimationXpress)

ABOUT ANIME INDIA

ANIME !NDIA

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India's first "true anime convention" (B2C event) combining **UGC** and **PGC** that looks to both our East and West, and incorporates aspects that have never been done before in India.



What's happening at Anime India?



Professional Content

Booths
Anime India Concert
Screenings
Industry Panels/Q&A



Fandom Content

Artists Alley
Cosplayer Booths
Events & Fan Panels
Experience Booths

Exhibitor Booths



Flagship Pavilion



Flagship Pavilion



Streaming Services
(Colloquially "OTTs")



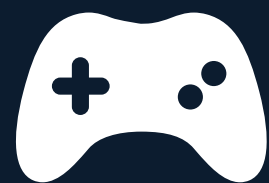
Broadcasters
from Japan & India



Licensed anime
goods retailers



Manga & Light Novel
Publishers



Video Game
brands



Japanese
brands



IP Holders
& Licensors



B2B
Exhibitors



Food Court
Exhibitors

Confirmed Performers

Anime DJs

(more performers to be added)



**Nakamura
Touko**



Tsunko

The Concert

feat. India's first Vocaloid
performance

India's first Holographic
concert with Japanese IP!

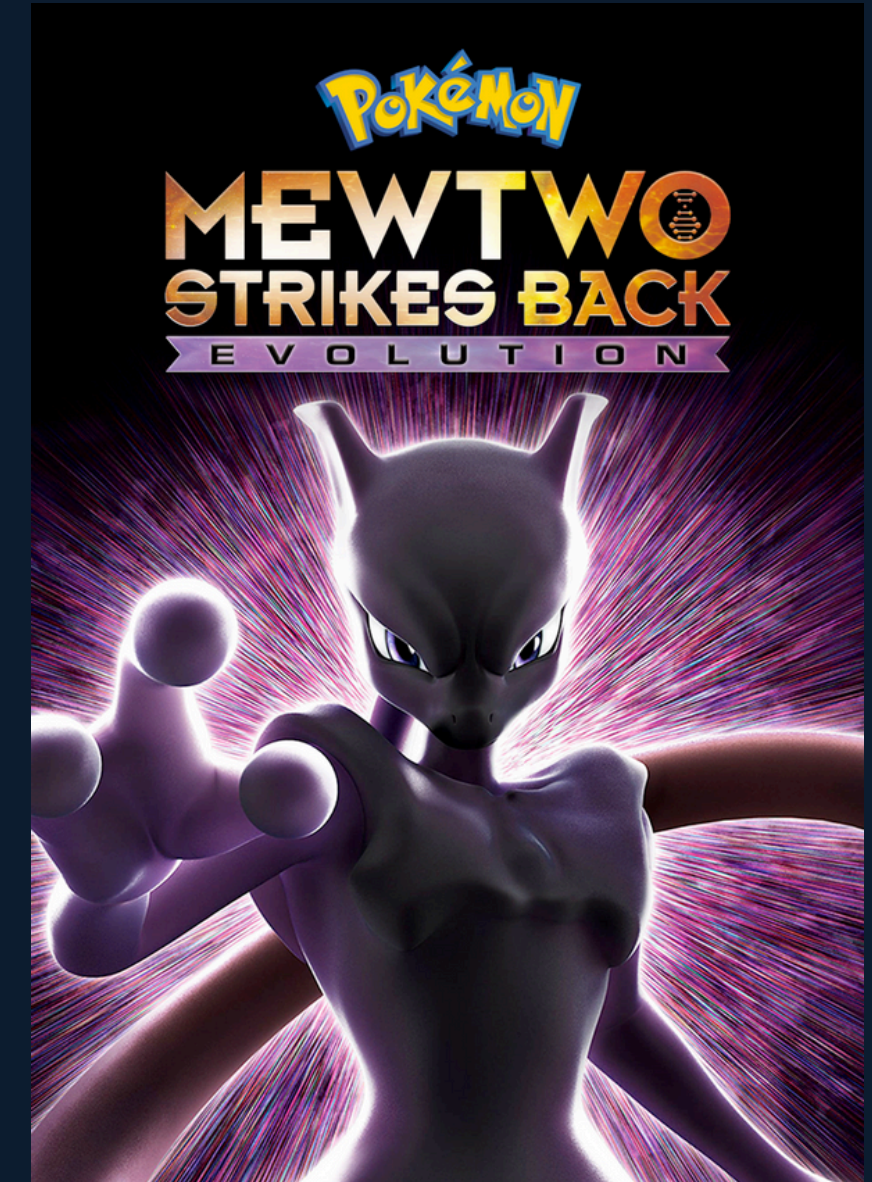


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Screenings

Confirmed screenings

Industry-Fan Q&A
following the screening
(more screenings to be added)



Independent Fandom Sales



Artists
Alley



Art to be verified
to be original

KEYCHAINS • POSTERS • SELF PUBLISHED MANGA



Cosplayer
Booth

SIGNED INSTAX • PHOTOBOOK • POSTERS

Fan Panels



A STAPLE OF WESTERN ANIME CONVENTIONS

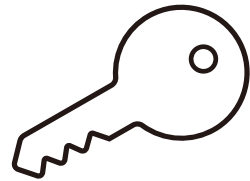
Fan panels encompass various aspects of Japanese popular culture, and can involve contests, competitions, debates, game shows, debates, discussions and more.

Experience Booths



A NEW CONCEPT FOR INDIA

We believe a core strength of anime clubs and groups in India rather than panels is in **organizing persistent experiences**, right on the show floor, **e.g.** maid cafe.



The key to success and growth? Fandom Participation.

India has no event that combines **professional content with fan participation - a true anime convention**. Looking to both our East and West, fandom participation is key to **growth of the fandom**. We set up a unique pipeline that enables the young Indian fan to produce experiences at Anime India.

Flow of Non-Profit Income



In India, flights & accomodation are **inaccessible** to the average young fan.



Income from stall cost for Artists Alley and Cosplayer booths is **completely reinvested** into fan travel grants to enable fans from **across the country** to set up panels and experience booths at Anime India.

Collaborators



30+ artists alley and cosplayer booths

15+ experience booths

Allied Content

As a highly intersectional fandom, anime is not complete without allied content from the worlds of **Japan** and **gaming**.



Take part in tea ceremony, origami workshops, and Japanese calligraphy sessions, etc. to immerse yourself in the culture that inspires anime.

Japanese
culture



We are collaborating with The Versus Festival to bring **Japanese esports** and **arcade machines** to Anime India!

Gaming
Arena

Allied Content

As a highly intersectional fandom, anime is not complete without allied content from the worlds of **Japan** and **gaming**.



Experience authentic Japanese culture through a variety of traditional food stalls serving ramen, takoyaki, mochi, sushi, matcha, and desserts.

Food Court



Meet representatives from top Japanese universities and animation schools. Connect with recruiters and explore job and internship opportunities in anime production, voice acting, gaming, and more!

Education & Jobs

In-House Events



ANIME QUIZ

Flagship Contest



COSPLAY

Craftsmanship
Performance



AIDOL

Singing Contest

TRAVEL GRANTS TO ANIME INDIA

PRELIMINARIES

Mumbai

Pune

Indore

Bengaluru

Chennai

Kolkata

Hyderabad

Ahmedabad

New Delhi



MORE CITIES TO BE ADDED



AUGUST 24, 2025

FINALS AT ANIME INDIA



ANIME QUIZ



COSPLAY



AIDOL

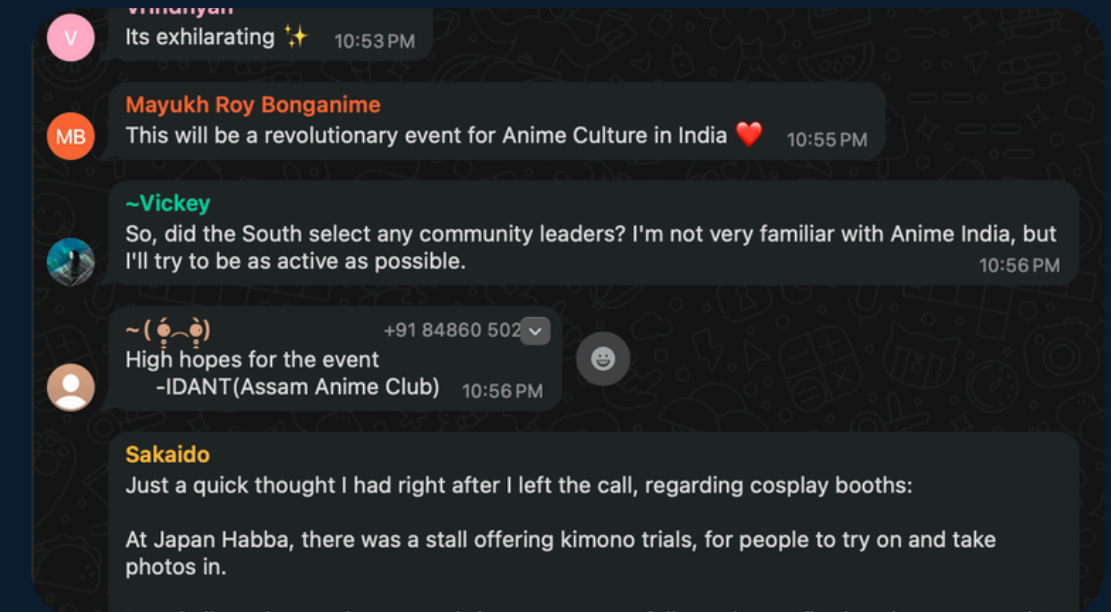
Why Participate?

We'll let the community speak for us:

- “Great to see an **experience and participant first** approach to an event”
- “It’s really fun to see an anime centered con being organized on a large scale”
- “This will be a revolutionary event for Anime Culture in India ❤️”
- “Its exhilarating ✨”
- “High hopes for the event”

These are non-solicited responses from leaders of the larger community of anime clubs across the country after being briefed about Anime India.

We'll keep it very simple: **we're here to produce the first convention that looks to both the East and West of India, includes the best of all worlds, and then adds some Indian cherries on top.** There is no doubt that Anime India will be a phenomenon you wouldn't want to miss out on.



CONFIRMED EXHIBITORS • SPONSORS



The Venue

- NESCO's Bombay Exhibition Center (BEC) is one of Mumbai's largest exhibition halls.
- In terms of structure, similar to **Tokyo Big Sight**, with multiple halls.
- It is located only 25 minutes from Mumbai airport (BOM).



**ANIME
!NDIA**
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ANIME INDIA - INDIA'S FIRST ANIME CONVENTION

Media Coverage

PRINT & DIGITAL



TV & DIGITAL



ANIME DIGITAL PRESS



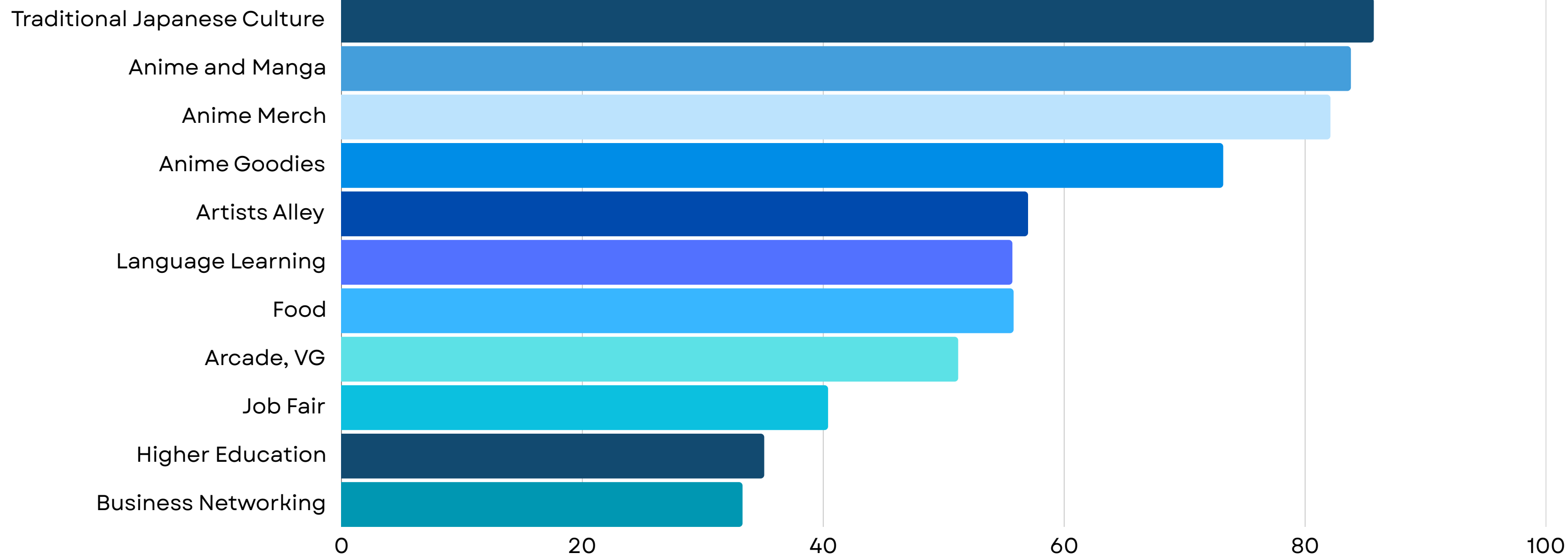
IN-HOUSE & ALLIED



Get Ready for India's First Anime Convention



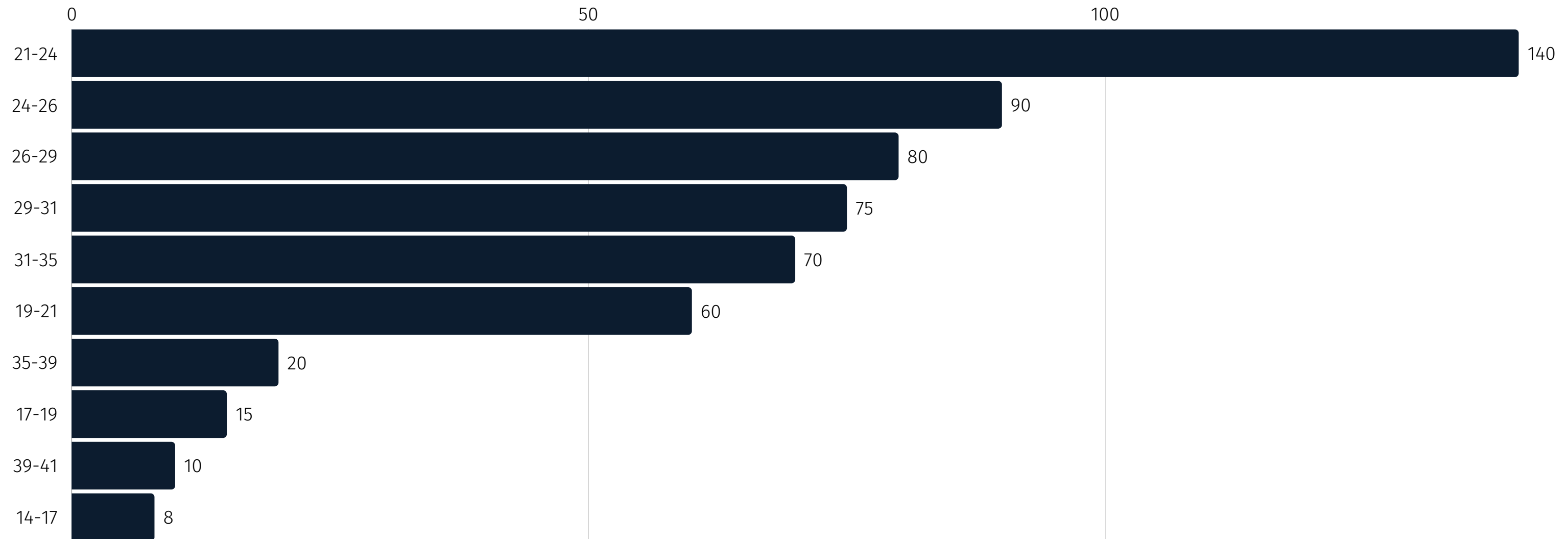
India: Audience Interests



Based on demographics from Japan Habba in Bengaluru

ANIME INDIA - INDIA'S FIRST ANIME CONVENTION

India: Audience Demographics (Age)



Based on demographics from Japan Habba in Bengaluru

ANIME INDIA

10⁺

ZONES

10⁺

SESSIONS

50⁺

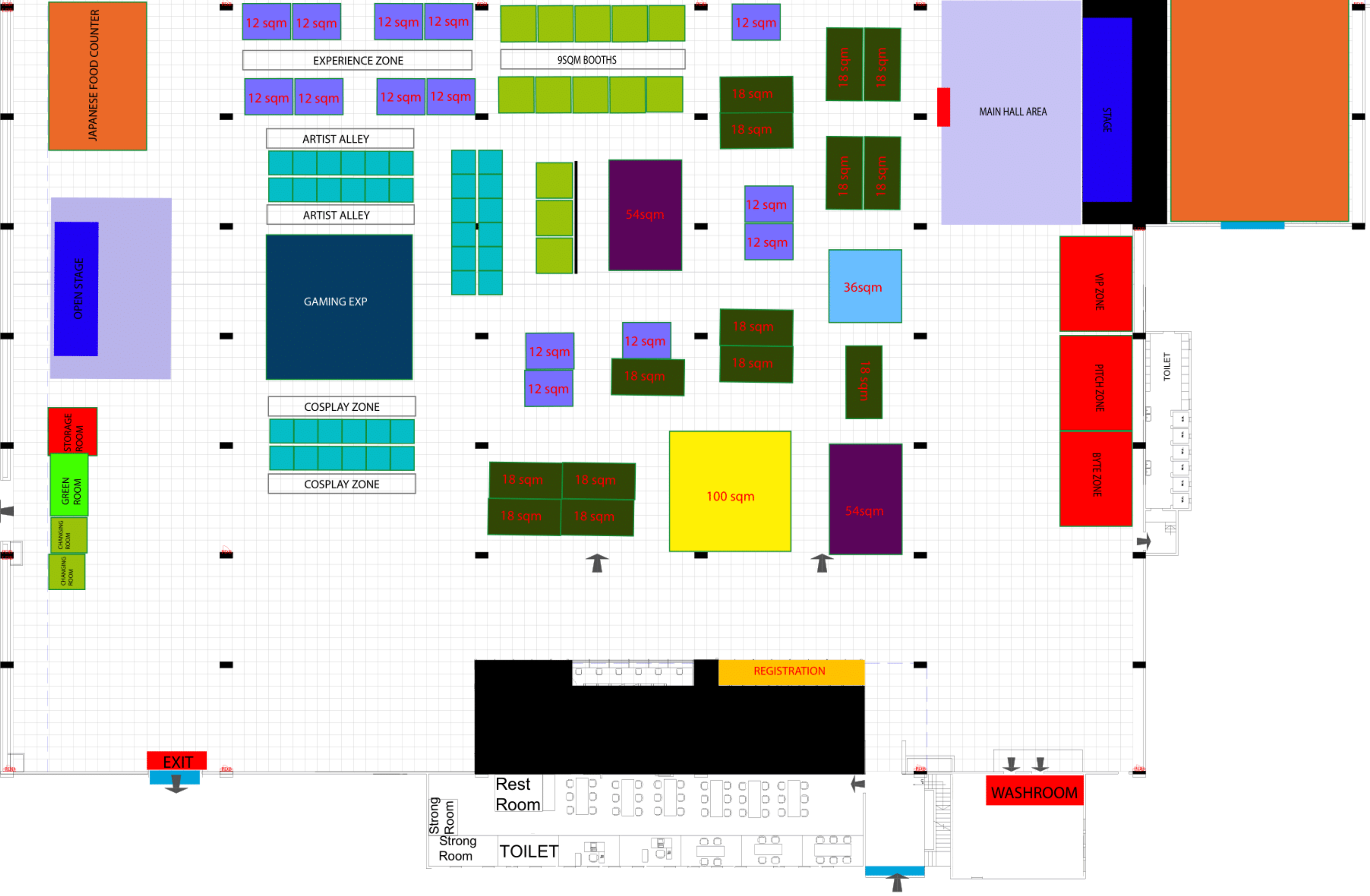
EXHIBITORS

20K⁺

FOOTFALL



Booth Layout



AUGUST 21 TO 23 - 2025



Thank You So Much!



Join us in making Animation & More Summit & Anime India 2025 an unforgettable experience! Get in touch to explore partnership opportunities.



contact@theanimeindia.com

BYE

Presentation by

AnimationXpress



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Three Ways SEGA's Booth at Anime Expo 2024 Solved...

[Web Link](#)



Press Release: Aqours celebrates first American solo...

[Web Link](#)



Anime Expo: Industry Panel

[Web Link](#)



Anime Expo | Artist Alley | Los Angeles Anime Convention

[Web Link](#)



Anime Expo | Fan Panels | Los Angeles Anime Convention

[Web Link](#)



Ryukku-K | Comic Market 105 successfully ended ✨ ...

[Web Link](#)



What Is Your Anime Hot Take? -Japanese interview

[Web Link](#)



Girl in Cosplay Costume - Free Stock Photo

[Web Link](#)



File:ERIKO cantante giapponese cosplay maid.JPG

[Web Link](#)



Arcane Maid Café | Los Angeles (@arcanemaidecafe)...

[Web Link](#)



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