

EEMA Elevate

NEWSLETTER

“ In our industry,
experience is the product,
everything else is
infrastructure. ”

February 2026

ISSUE #15



Highlights

- The President's Desk
- Impact of 2026 Union Budget on the Experiential Industry
- Artiste Committee-WeCare Session on Safety
- ITDC's 60 Years Celebration
- 3rd Meeting of the Live Events Development Cell (LEDC)
- Education & Upskilling Webinar

**LETTER FROM
THE PRESIDENT'S***Desk*

Dear Friends,

India's live entertainment and experiential industry is entering a phase of unprecedented momentum. The surge in large-scale concerts across the country, the growing presence of international touring acts in Indian cities, and the increasing global visibility of Indian artistes are clear indicators that the sector is expanding rapidly. Beyond entertainment, this growth is driving tourism, hospitality, employment and cultural exchange, positioning live experiences as an important contributor to India's evolving creative economy.

With this growth comes the responsibility to build stronger systems that can support the scale and complexity of modern live events. EEMA's focus in recent months has therefore been firmly directed towards policy dialogue, industry standards and professional capability building.

At the policy level, EEMA actively participated in the recent meeting of the Live Events Development Cell convened by the Ministry of Information & Broadcasting, where discussions focused on enabling mechanisms such as single-window clearances, venue readiness, model operating procedures and skill development for the sector. EEMA also continued conversations with the Ministry on music licensing challenges, highlighting the need for greater transparency, rationalised costs and a more predictable regulatory framework for event organisers.

Within the community, EEMA's committees continue to address issues that strengthen the professional ecosystem. The recent session hosted by the Artiste and WeCare Committees focused on recognising red flags and understanding professional rights, reinforcing that safety, dignity and ethical conduct must remain central to how our industry operates.

At the same time, the Education & Upskilling Taskforce continues to invest in learning initiatives that encourage professionals to move beyond execution and think more deeply about experience design, audience engagement and storytelling.

As India's live events ecosystem grows in scale and influence, the priority ahead is clear to ensure that this expansion is supported by stronger standards, better policy alignment and continuous professional development. Through collaboration between industry stakeholders and government, the opportunity now is to position India not just as a large market for live events, but as a global leader in experiential innovation and cultural exchange.

Warm regards,

Samit Garg

President, EEMA India



YASHOBHOOMI

INDIA INTERNATIONAL CONVENTION AND EXPO CENTRE (IICC)



AUDITORIUM (6000 Pax)

Major Events @ Yashobhoomi



EXHIBITION HALLS (60,000 m²)

KEY FEATURES :



BEST CONNECTIVITY
Directly Connected with Airport (via Tunnel)
NH-8, UER-II, Dwarka Expressway



BEST LOCATION
10 KM from Delhi Airport
and Aerocity



AMPLE PARKING
The Complex provides underground car
parking facility with over 3,000 Spaces.



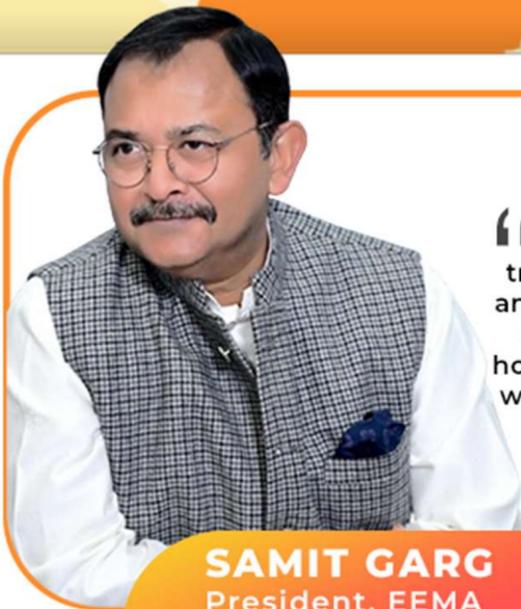
DIRECT METRO
Airport Express line Metro Station
Located inside Foyer-1

📍 : Yashobhoomi, Sector-25, Dwarka, New Delhi -110077
E-mail : book@iiccnewdelhi.com URL : www.iiccnewdelhi.com

*This is a paid advertisement.

EEMA Pulse
Internal Highlights

The Impact of the 2026 Union Budget on the Experiential Industry

SAMIT GARG
President, EEMA

“ India's Orange Economy is a testament to the transformative power of creativity. From live events and entertainment to cultural experiences that bring communities together, our industry is redefining how India celebrates, engages and connects with the world. As this ecosystem grows, it is not only driving economic value but also strengthening India's cultural voice on the global stage. ”



SAGAR PINGALI
Executive Vice President
EEMA

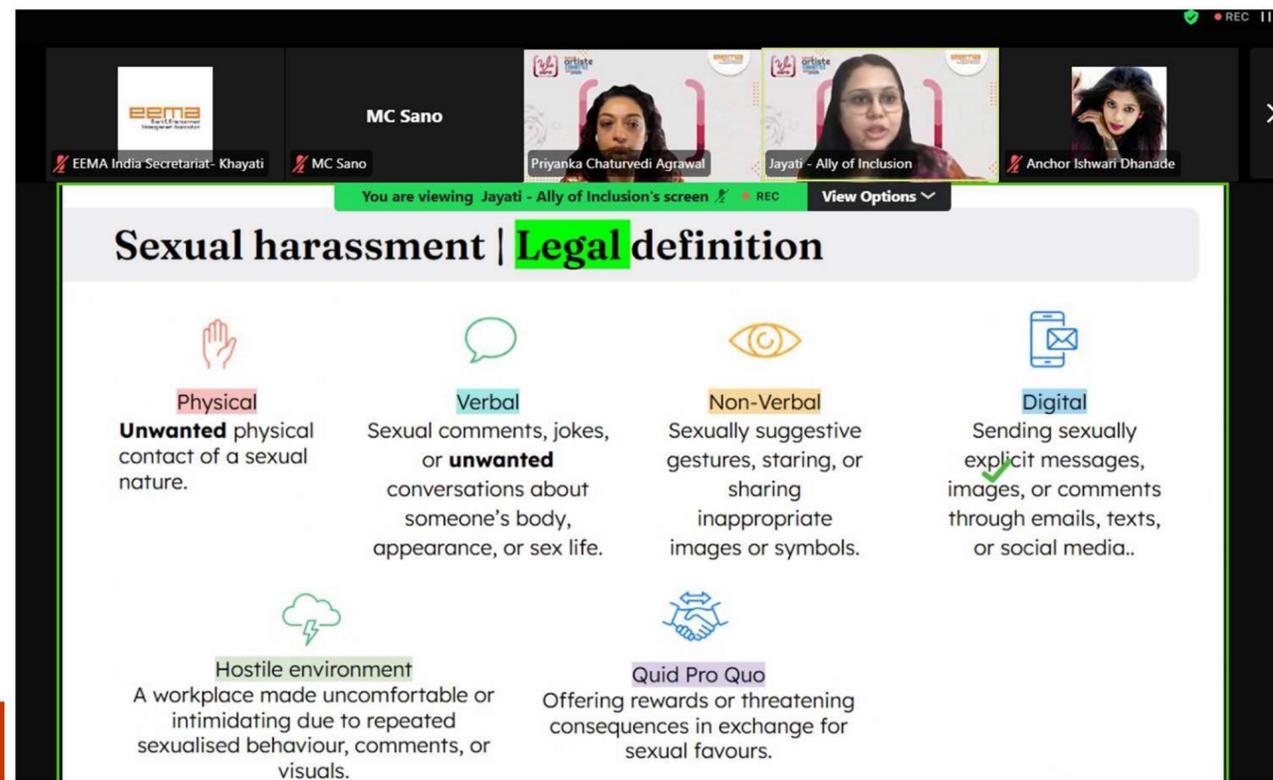
“ India's Orange Economy thrives on creativity and collaboration. The events industry plays a vital role in bringing ideas, people and opportunities together, and with the right policy environment, it can become an even stronger contributor to the nation's economic growth. At the pre budget consultation meeting chaired by the Union Minister of Finance, Ms. Nirmala Sitharaman and attended by the Union Minister of State for Finance, Shri MPP Chaudhary along with various stakeholders of the tourism and hospitality industry, EEMA was represented by me to put forth policy recommendations for the event industry. ”



JAGMOHAN SINGH
Treasurer, EEMA

“ The events & experiential industry and its ecosystem are integral part of the Orange Economy, contributing to tourism, job creation and brand India. Continued policy support and recognition of this sector can unlock immense potential for new learnings, growth and innovation. ”

EEMA Hosts Webinar on Artiste Safety “Recognising Red Flags”



EEMA’s Artiste and WeCare Committees came together to host a focused webinar titled “Recognizing Red Flags: Awareness, Safety and Rights” on 17th February 2026.

The session empowered artists and creative professionals to identify early signs of misconduct, understand their rights, define boundaries and build safer professional spaces. In this context **Gitikka Ganju Dhar, Chair – Artiste Committee**, highlighted the relevance of the **EEMA Code of Conduct**, and urged members to adhere to it in their professional practice.

The session was conducted by **Priyanka Chaturvedi Agarwal and Jayati Doshi of Ally of Inclusion**. A panel featuring **EEMA Artiste Members–Freisha B, Paras Sunda and Ishwari Dhanade**–shared practical industry perspectives. This discussion **co-moderated by Amrita J** reinforced that safety and dignity are non-negotiable, and that all complaints to the EEMA Redressal Committee are treated with strict confidentiality.

Ankur Kalra, General Secretary, EEMA, emphasised that true experiential excellence is built on the foundation of safety and inclusivity.

Through initiatives like this, EEMA continues to strengthen a safe, accountable and inclusive ecosystem for India’s event professionals.

Strengthening the Future of India's Live Events Industry



EEMA participated in the **3rd Meeting of the Live Events Development Cell (LEDC)** convened on **4th February, 2026** under the stewardship of **Mr. Sanjay Jaju, Secretary** and **Mr. Prithul Kumar, Joint Secretary, Ministry of Information & Broadcasting**. **Dr. Srivatsa Krishna, Secretary, Ministry of Tourism** also joined the meeting that was attended by all stakeholders in the experiential industry including key states, venues, music licensing bodies, industry associations and others.

EEMA was well represented by Samit Garg – President; Ankur Kalra – Gen. Secy.; Sabbas Joseph – Member, National Advisory Council; Priti Khanna – Executive Director; Sushma Gaikwad – Chairperson, WeCare; Deepak Chaudhary – EEMA Member. Central to the agenda were strategic pillars such as single-window clearance portal, model SOPs, venue readiness, licensing frameworks, access to capital and skilling initiatives.

The discussion highlighted the importance of structured collaboration between government and industry to create a more transparent, efficient, and future-ready ecosystem for live events in India.

EEMA remains committed to contributing meaningful policy dialogue and initiatives that support sustainable growth and professionalism across the live events industry.

EEMA Continues the Dialogue on Music Licensing Reforms



On **18th February**, Ankur Kalra, Gen. Secy EEMA along with Priti Khanna met with **Prithul Kumar, Joint Secretary** and **Brajesh Godra, Deputy Secretary** at the Ministry of Information and Broadcasting to address at length the **music licensing challenges impacting live events** and explore possible solutions.

Ankur Kalra highlighted **key operational concerns** and emphasised the need for **greater transparency, rationalization of licensing cost and a streamlined regulatory framework.**

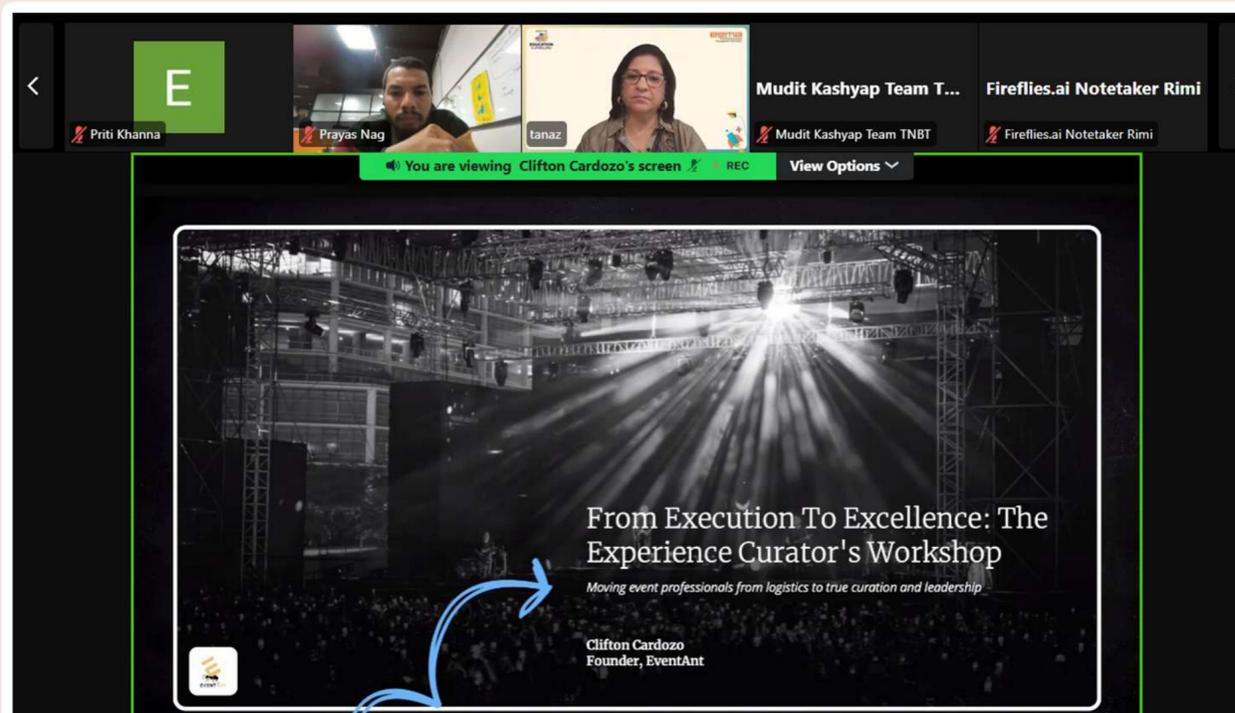
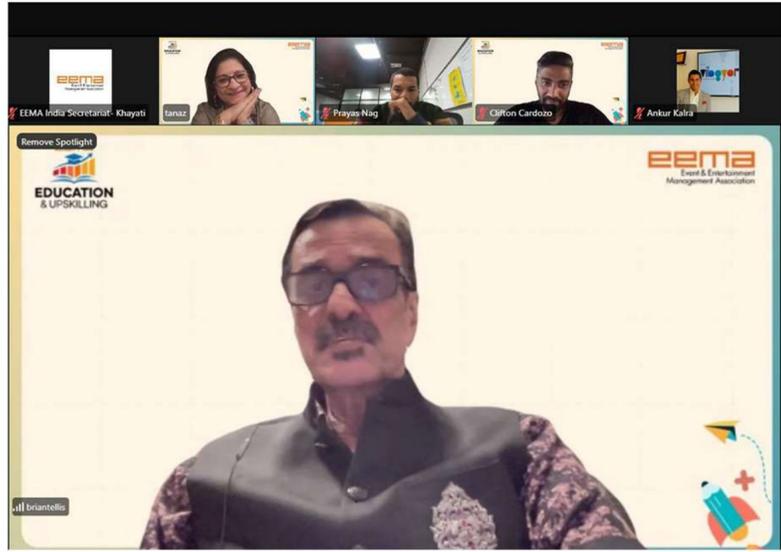
EEMA Represents Industry at ITDC's 60 Years Celebration at The Ashok



EEMA represented by **Ankur Kalra, General Secretary; Rajeev Jain, Founding Member & Chair, Entertainment Committee, PHDCCI; and Priti Khanna, Executive Director** were delighted to participate in the function held at the Ashok, New Delhi on **13th February 2026** to commemorate 60 years of India Tourism Development Corporation (ITDC) and 70 years of the iconic The Ashok under the leadership of **Smt. Mugdha Sinha, IAS, Managing Director, ITDC.**

The landmark celebration was graced by **Hon'ble Minister of Tourism & Culture, Shri Gajendra Singh Shekhawat, Hon'ble Minister of Tribal Affairs, Shri Jual Oram, senior Secretaries to the Government of India, Dr. Vinod Kumar Paul, Member NITI Aayog** and other distinguished guests.

EEMA Education & Upskilling Webinar



On 27th February 2026, the Education & Upskilling Taskforce curated a webinar titled “**Designing Experiences, Not Just Events**”, by **Clifton Cardozo, Founder Eventant**. The session brought forth valuable insights on how the industry must evolve from pure execution to intentional experience design. It opened with remarks by **Brian Tellis, NAC Member and Chair of the Education & Upskilling Taskforce**, who emphasised the importance of continuous learning and creative reinvention in shaping the future of the experiential ecosystem. **Tanaz Basrur, Co-Chair, Education & Upskilling Taskforce**, warmly welcomed the speaker and attendees, setting the tone for a thoughtful and engaging evening.

The session explored key dimensions of the event ecosystem, from emotions and creativity to storytelling, design thinking, and audience psychology, reinforcing the idea that meaningful impact comes from crafting journeys, not just managing formats. An interactive Q&A followed, with members actively engaging and sharing perspectives. **Ankur Kalra, General Secretary, EEMA** thanked the speaker and the Education & Upskilling Committee on behalf of the NEC. The evening concluded with closing remarks by **Brian Tellis**, who encapsulated the key learnings and encouraged members to elevate their craft as experiential designers.

Tips &**Highlights to Master Events****1. Understand the “Why” before the “End Experience”**

Every event has a business objective—brand visibility, community building, sales, engagement. Before thinking décor or production, understand the purpose.

2. Master the Basics of Logistics

Timelines, vendor coordination, budgets, permissions, and contingency planning are your foundation. Creativity shines only when execution is solid.

3. Build Vendor Relationships Early

Light, sound, fabricators, venues, artists—your network is your strength. Respect timelines and payments; reputation travels fast in this industry.

4. Develop Problem-Solving Reflexes

Things will go wrong—weather shifts, technical glitches, last-minute changes. Stay calm. Solutions matter more than blame.

5. Observe Energy, Not Just Setup

Watch how audiences react. Where do they gather? When do they disengage? Real learning happens on-ground.

6. Learn Budget Sensitivity

A great planner knows where to splurge and where to optimise. Financial awareness builds long-term credibility.

7. Improve Communication Skills

Clear emails, concise briefs, and confident on-site instructions reduce chaos. Miscommunication is one of the biggest event risks.

8. Stay Updated with Tech Trends

Familiarise yourself with AI tools, registration platforms, event apps, and basic design software. Tech literacy gives you an edge.

9. Take Ownership, Even of Small Tasks

Whether it's managing registrations or backstage coordination, excellence in small roles leads to big wins.

10. Prioritise Emotional Intelligence

You'll deal with clients, artists, vendors, and teams under pressure. Patience and empathy differentiate professionals from executors.

11. Document Everything

Maintain checklists, vendor contacts, rate cards, and learnings after each event. Your personal playbook will become your biggest asset.

12. Think Long-Term Career, Not Just Next Event

Build skills across production, content, client servicing, and strategy. Versatility accelerates growth.

EEMA

Member Benefits

COTRAV



- End-to-end travel solutions: flights, trains & accommodation
- Nationwide on-ground transportation
- White-labelled services with revenue sharing
- Branded vouchers and personalised communication
- Dedicated concierge support for large-scale events
- GST-enabled billing across 23+ states
- 0.25% on flight billing and 1% for hotels (on amount without GST)

CONTACT:

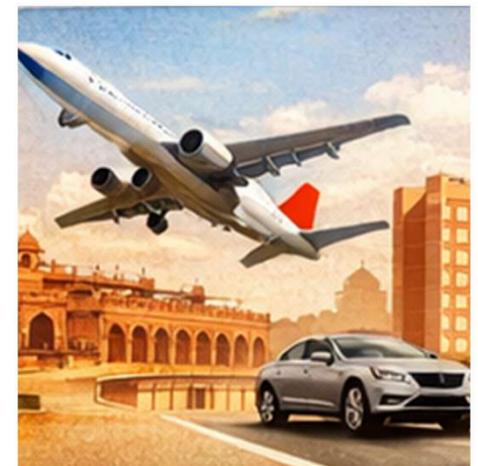
Parmod Yadav | 7290030233 | parmod.yadav@cotrav.co

MakeMyTrip

- Reduced or zero convenience fees on flights and hotels
- Wallet cashback on domestic and international hotels
- Free cancellation on domestic flights (24 hours prior)
- Flexibility on date changes, meals and seat selection
- Preferential airline rates
- A dedicated EEMA help desk

CONTACT:

eema_myBiz@go-mmt.com



ECO Mobility & Hospitality Pvt. Ltd.



- 15% discount on standard rate cards for EEMA members
- Dedicated single point of contact for member agencies
- Presence in 110+ cities in India and 155+ countries globally

CONTACT:

Sudhanshu Arora | 9313696617 | sudhanshu.arora@ecorentacar

AAFT University of Media & Arts

- Workforce and talent support
- Preferential placement opportunities

CONTACT:

Arijit Mukherjee | 9883408300 | arijit.m@aaftonline.com



An Opportunity to Advertise with us

Expand your Reach!

Tariff Card

Newsletter

Location	Full Page	Half Page	Quarter Page
Cover Page	₹1,00,000		
Inside Cover Page	₹25000	₹15000	₹8000
Back Pages	₹25000	₹15000	₹8000
Inside Pages	₹25000	₹10000	₹8000

Website Banner

₹25,000 Per Month	Maximum of 5 Banners on EEMA Website Masthead
-------------------	---

WhatsApp Blast

EEMA Member Groups	Only Groups (Platinum/Social/Regional)	₹5,000 Per Message	Event Industry Professionals
Entire Database	10k Industry Members groups	₹15,000 Per Message	Leaders / Associations / Corporates

Email Blast

Mailer	₹ 10,000	Per Blast	Entire Experiential Industry (10K+)
--------	----------	-----------	-------------------------------------

EEMA Conference Room Rental

EEMA Office	Half Day (10 AM - 2 PM / 2 PM - 6 PM)	Full Day (10 AM- 6 PM)	Inclusive of AC, Electricity, Tea, Coffee (Upto 10 Pax)
Rental	₹ 4,000	₹ 6,000	

Rate Categories

Non Members	As quoted above
COREA Members	10% less on all rates quoted above
EEMA Members	25% less on all rates quoted above

For enquiries please contact:

Taranbir Sahni
 ✉ secretary@eemaindia.com

Rimi Bhattacharya
 ☎ +91 84481 17413
 ✉ operations@eemaindia.com

EEMA Head Office :

E-330 Ground Floor,
 Greater Kallash Part 2,
 New Delhi 110048

Scan for Location:



“Event safety is the comprehensive system of measures, plans, and protocols used to protect attendees, staff, and vendors from potential hazards and risks during an event.”



Upcoming Events: Mark Your Calendars!

Event	Date	Location
Future Ready Series Sales & Marketing Pitch Mastery Workshop https://tktz.cc/sm2026	14 th March 2026	Recreate Spaces Studio, Mumbai
EEMA Townhall https://tktz.cc/townhall26	16 th March 2026	Zoom
South Factor https://tktz.cc/sf2026	24 th -25 th March 2026	Pragati Resorts, Hyderabad
EEMA West Fam Jam	24 th April 2026	Radisson Blu Plaza Resort & Convention Centre, Karjat
EEMAGINE & EEMAX Awards	7 th -9 th August 2026	ITC Grand Chola, Chennai

Stay informed about all the events and get inspired. **Subscribe to our newsletter.**

Senior Zonal Manager - North & East

Tushar Malik

+918448693114

zmnorth@eemaindia.com

Zonal Manager - South & West

Ankita Mukherjee

+91 8448693113

zmwest@eemaindia.com

For any queries, write to us at: info@eemaindia.com

www.instagram.com/eema.india

in.linkedin.com/company/event-entertainment-management-association

www.facebook.com/eemaindia/

<https://eemaindia.com/>