

Tourism Promotion Through Netflix

Posted On: 01 DEC 2025 3:35PM by PIB Delhi

The Ministry of Tourism entered into a non-commercial Memorandum of Understanding (MoU) with Netflix Entertainment Services India LLP with aim to promote Indian tourism destinations globally through cinematic storytelling.

MoU with Netflix includes promotion of natural landscape, cultural and heritage sites of the country including the State of Gujarat.

This information was given by Union Minister for Tourism and Culture Shri Gajendra Singh Shekhawat in a written reply in Lok Sabha today.

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(Release ID: 2196908)