



Bulgaria Rolls Out the Red Carpet for Indian Cinema

Description

Emerges as Europe's Strategic Gateway for Indian Filmmakers with World-Class Infrastructure, Attractive Incentives, and Global Production Expertise

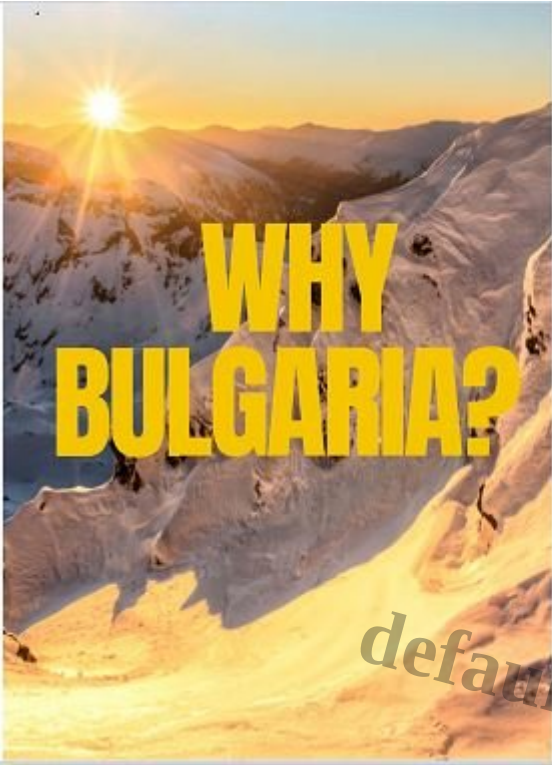
HYDERABAD (MediaBoss Network): As Indian cinema continues its remarkable global expansion, Bulgaria is rapidly establishing itself as one of Europe's most attractive destinations for international film production. Combining competitive production costs, attractive financial incentives, cutting-edge infrastructure, highly skilled crews, and breathtakingly diverse filming locations, the country is positioning itself as a strategic European gateway for Indian filmmakers.

Leading this initiative is Todor Lazarov •Juji•, Founder of TL Production and the Line Producer for the Bulgarian schedule of S.S. Rajamouli's global blockbuster RRR. Having played a pivotal role in one of Indian cinema's most celebrated international productions, Juji is now working to strengthen long-term creative and production partnerships between India and Bulgaria.

•Bulgaria is much more than a beautiful filming destination•it is a complete production partner,• says Juji. •From project development and pre-production to post-production and international distribution, we provide Indian filmmakers with seamless access to Europe. Our vision is to build lasting partnerships that make European filmmaking more efficient, cost-effective, and globally competitive for Indian producers.•

Why Bulgaria? A Complete Production Ecosystem

Beyond its spectacular landscapes, Bulgaria offers a mature and internationally recognized production ecosystem capable of supporting projects ranging from independent features to large-scale global blockbusters.



WHY BULGARIA?

- DEVELOPED FILM INDUSTRY.**
Bulgaria already attract Hollywood productions and has high quality crew.
- DIVERSE LANDSCAPES.**
Mountains, coastlines, historical and modern architecture.
- INVESTING IN EU COUNTRY.**
Business growth opportunities, legal protection, access to a stable economy and etc.
- GOVERNMENT INCENTIVES.**
25% cashback, 10% corporate tax, EU grants.
- LOWER PRODUCTION COSTS.**
30-50% cheaper than Western Europe.
- SHOOT FASTER. SPEND LESS.**
Faster timelines, smarter budgets.

Indian producers can benefit from:

25% Cash Rebate on eligible production expenditures.

One of Europe's Lowest Corporate Tax Rates, ensuring significant cost savings.

World-Class Production Infrastructure, including modern studios, sound stages, and advanced production facilities.

State-of-the-Art VFX, CGI, and Post-Production Services that meet international standards.

Highly Experienced International Film Crews with extensive experience on major Hollywood and global productions.

Extraordinary Filming Locations, including medieval castles, ancient Roman ruins, majestic mountains, dense forests, picturesque villages, Black Sea coastlines, and modern European cityscapes—all within relatively short travel distances.

Having successfully hosted numerous Hollywood and international productions over the past several decades, Bulgaria has earned a reputation as one of Europe's most reliable, film-friendly production destinations.



Building a Stronger Indo-Bulgarian Film Partnership

Juji's relationship with Indian cinema extends well beyond facilitating overseas productions. Inspired by India's storytelling tradition and vibrant film culture, he has co-founded Tod Ash Chapterhouse, a creative production company in India, together with filmmaker Ashish Ganeshan.

The company is currently developing an ambitious Indo-Bulgarian superhero film, with a significant portion of the production scheduled to be filmed in Bulgaria.

“Although my filmmaking journey began in Bulgaria, my heart truly belongs to India,” Juji says. “Indian cinema has inspired me immensely. Working alongside Ashish Ganeshan on this superhero project reflects our shared belief that great stories transcend borders. I genuinely feel like an Indian filmmaker working from Europe, and I am honored to collaborate with the extraordinary creative talent India has to offer.”

The upcoming project represents not only a cinematic collaboration but also a significant milestone in strengthening cultural, creative, and production ties between the Indian and Bulgarian film industries.



A Seamless European Gateway for Indian Productions

Through TL Production, Juji and his team provide comprehensive production services for Indian filmmakers, including location scouting, production planning, crew recruitment, government incentive guidance, logistics management, permits, infrastructure support, and complete on-ground production execution.

As Indian cinema increasingly looks beyond traditional international filming destinations, Bulgaria offers an exceptional combination of economic advantages, world-class filmmaking infrastructure, experienced professionals, and extraordinary locations—making it one of Europe’s most promising production hubs for the next generation of Indian films.

With its filmmaker-friendly ecosystem, strategic European location, and commitment to long-term collaboration, Bulgaria is ready to welcome Indian cinema and become its new creative home in Europe.



Category

- 1. Entertainment
- 2. Latest News

Date Created

July 28, 2026

Author

admin