



£20 million UK investment should double Vistaar's turnover

Case study: Inward investment

Company: Vistaar Investment Advisors

Sector: Creative – film production

Country of origin: India

Investment location: Manchester

www.thevistaargroup.com



Indian investment company, Vistaar, has invested £20 million in the UK's film industry. The company's new post-production facility in Manchester is now its global film centre, employing a local staff of 4 and making several films. All this since March 2015, with help from UK Trade & Investment (UKTI) and its local partners.

When Indian entrepreneur Sheetal Talwar started Vistaar Investment Advisors Pvt. Ltd. in 2003, his aim was to invest in businesses that positively impact society and help them to grow in a professional and structured way. As well as working in real estate, hospitality and national projects, the company has seeded, funded and created various film companies. Its films tackle social issues such as communal harmony (Dharm), sensationalism in the media (Rann) and excessive consumerism (The Joneses, starring Demi Moore and David Duchovny).

Headquartered in Mumbai, Vistaar now has offices in the UK, Dubai and

Singapore. The company has 107 permanent employees overall, with up to 250 contractors brought in as required for specific projects. The turnover of the group is £25 million and its new investment in the UK is set to double this figure in the coming year.

"We make films that are based on socially relevant issues and have the potential to positively impact the audience," says Sheetal. "We are proud that our initiatives have helped infuse professionalism into the burgeoning Indian film market. We have also always seen ourselves as a global player and have invested in films in other markets, such as the US and South Africa. When the opportunity arose to set up in the UK, we were excited to see how this would both complement and enhance our business in India."

UK investment

During a UKTI Trade Mission to Mumbai in June 2014, the Deputy High Commissioner for India and the UKTI Mission Lead initiated a meeting with Vistaar to discuss the prospect of the

company investing in the UK. They set out the advantages and provided information about government support and tax incentives available to film businesses. Sheetal had already considered opening in the UK, but had not decided what the nature of such an operation would be. He had also focussed his thinking on London, but UKTI advised on other locations, in particular the North West and introduced the company to its regional partner MIDAS.

When Sheetal visited the UK, he attended a match at Old Trafford between India and England, and MIDAS took the opportunity to give him an overview of the benefits of setting up in Manchester.

MIDAS, in conjunction with UKTI, then arranged a visit for the company to MediaCity UK, one of the most innovative creative hubs in the UK and home to major BBC and ITV departments, the University of Salford and over 80 businesses across the creative and digital sectors.

“The UK government offers significant and meaningful incentives that support the film industry. It’s a no-brainer to come and take advantage of everything the UK has to offer.”

Sheetal Talwar, founder, Vistaar Investment Advisors Pvt. Ltd.

Vistaar was impressed by what it saw and decided to move its film headquarters from Mumbai to a new facility at MediaCity.

“The logic behind our decision to come to the UK is very simple,” says Sheetal. “The UK is the creative hub of the world, offering a large pool of talent. Positioning ourselves here, we are also geographically central, equidistant between the US and Asia. The time zones work better for keeping in touch with global markets. What’s more, the UK government offers significant and meaningful incentives that support the film industry. The ecosystem and infrastructure are simply fabulous. In MediaCity, for example, we have everything we need to complete a film in one place. It’s a no-brainer to come and take advantage of everything the UK has to offer.”

New facility

On a visit to Mumbai in August 2014, then UK Deputy Prime Minister Nick Clegg announced Vistaar’s plans to invest £13 million in the UK over the following 18 months, creating press attention for the company. The investment would include producing 2 new films and opening a new post-production facility at MediaCity. The new facility opened in March 2015 and is now being used as a hub for the editing of Indian films shot in the UK, creating 4 jobs so far and attracting further investment from the Bollywood industry.

UKTI has been on hand along the way, together with MIDAS, advising on relevant rules and regulations and helping to find film locations, talent and equipment. Vistaar’s UK business has been going so well that the company has already increased its initial investment to £20 million for 2015.

Vistaar is currently in the process of finalising plans for an additional post-production facility at the University of York.

“We’re quite a cautious investor, but working with the likes of UKTI gave us confidence to move forward in the UK,” says Sheetal. “They and their partners have such a broad knowledge base which, as newcomers to the market, we have found invaluable in overcoming potential challenges. We really feel that the government has created an environment that has made investing and filming in the UK highly efficient and investor-friendly. Our British investment is already playing a pivotal role in growing our business and helping us to achieve market leadership in our sector of socially responsible cinema.”

The UK - Springboard into Europe

The UK is a fantastic place to do business, and an ideal springboard into the rest of Europe. It provides a unique gateway of international connections, is a recognised leader in the fields of creativity and innovation and is the 6th largest economy in the world.

The UK is also one of the easiest places to set up and run a business. With low tax, less regulation and a talented workforce, the UK is one of the easiest places to start a business and access the European Union’s 500 million customers.

The UK is home to 3 of the top 10 globally ranked universities, according to The Times Higher Education World University Rankings. It is also the number 1 location for European business headquarters: more overseas companies set up their European headquarters in the UK than anywhere else.

For further information visit gov.uk/ukti

Setting up your company in the UK

Deciding where to locate your international business is one of the biggest decisions you’ll make and can be daunting. UK Trade & Investment helps businesses coming to the UK with every aspect of setting up their new operations.

As the UK Government’s inward investment agency, it’s our job to know the UK’s strengths and where investment opportunities exist.

This means we can help your company to do all the research you need to make an informed decision, and then get up and running as quickly as possible.

UK Trade & Investment can help you to:

- do your research
- build key contacts
- choose your location
- set up your new office
- grow your business internationally.

UKTI was delighted to support Vistaar Investment Advisors in their investment in the UK.

To connect with UKTI and begin your own success story now, visit gov.uk/ukti, or email enquiries@ukti.gsi.gov.uk

For updates on UKTI follow us here:



youtube.com/UKTIWeb



@UKTI



bit.ly/UKTILinkedIn



facebook.com/BusinessisGREATBritain

UK Trade & Investment is the Government Department that helps UK-based companies succeed in the global economy. We also help overseas companies bring their high-quality investment to the UK’s dynamic economy. We provide companies with the tools they require to be competitive on the world stage.