



Bulgaria Rolls Out the Red Carpet for Indian Cinema: A Strategic Gateway to European Filmmaking

Description

HYDERABAD (MediaBoss Network): As Indian cinema rapidly consolidates its global footprint, Bulgaria is emerging as one of Europe's most dynamic production powerhouses. Offering a blend of competitive economics, world-class infrastructure, and diverse landscapes, the Balkan nation is officially rolling out the red carpet to position itself as a long-term strategic hub for Indian filmmakers.

At the forefront of this movement is Todor Lazarov • Juji •, Founder of TL Production and the Line Producer behind the iconic Bulgarian schedule of S.S. Rajamouli's global phenomenon, RRR. Juji is actively forging creative and logistical bridges between the Indian film industry and European resources.

"Bulgaria is far more than just another picturesque backdrop—it is an end-to-end production partner," says Juji. "From early development through post-production, we offer a seamless gateway into the European market. Our mission is to build sustainable partnerships that make filming in Europe more efficient, cost-effective, and scale-ready for Indian producers."



The Bulgarian Advantage: A Complete Production Ecosystem

Rather than relying solely on scenic beauty, Bulgaria offers a fully integrated infrastructure built to accommodate everything from high-concept indie projects to massive global blockbusters.

Key incentives for Indian filmmakers include:

25% Cash Rebate: On all eligible production expenditures.

Favorable Fiscal Policies: Access to one of Europe's lowest corporate tax rates.

State-of-the-Art Facilities: Modern sound stages, world-class studio lots, and cutting-edge VFX, CGI, and post-production suites.

Elite Talent Pool: Highly skilled, English-speaking international crews with extensive Hollywood experience.

Unrivaled Location Variety: A dense mix of medieval castles, ancient Roman ruins, snow-capped mountains, Black Sea coastal lines, and contemporary European architecture—all within short transit distances.



Bridging Cultures: From RRR to a New Indo-Bulgarian Superhero Project

Juji's commitment to Indian cinema extends beyond executive logistics; it is deeply personal and creative. Building on the success of RRR, Juji has co-founded Tod Ash Chapterhouse, a joint creative and production venture in India with filmmaker Ashish Ganeshan.

The duo is currently co-directing an ambitious Indo-Bulgarian superhero film, with significant portions scheduled to shoot in Bulgaria.

"My cinematic journey started in Bulgaria, but my heart truly belongs to India," Juji reflects. "I feel like an Indian filmmaker operating out of Europe. Partnering with Ashish Ganeshan on this superhero project is a testament to our belief that powerful stories transcend borders. I am deeply honored to collaborate with the incredible talent India has to offer."



A Seamless Gateway to Europe

Through TL Production, Juji aims to offer Indian producers complete, end-to-end local support—handling everything from location scouting, crew hiring, and tax rebate navigation to complex on-ground logistics.

As Indian cinema expands its global ambition, Bulgaria stands fully prepared with world-class infrastructure, high-value incentives, and proven expertise to become the new European home for Indian blockbuster filmmaking.



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