

May 15, 2021.

Shri Sanjeev Sanyal
Principal Economic Advisor
Department of Economic Affairs
North Block
New Delhi 110001

Dear Shri Sanjeev Sanyal,

We write to you to seek your guidance and recommendations vide a plan of action that we seek to implement for the survival of the Events and Experiences, Hospitality, Tourism and Meetings Industry as we look to the future.

The events and activations industry in India alone was expected and set to cross Rs 20,000 crore by 2025, as per an EY-EEMA (Event and Entertainment Management Association) report. The CAGR currently stands at 14%, one of the fastest among all industries. The exhibitions and trade shows industry was expected to cross Rs 15,000 crore while the unorganised sector including social events is estimated to be another Rs 38,000 crore. The industry directly employs about 10 million people and indirectly through allied sectors like Food & Beverage, Hospitality, Tourism, Advertising and Marketing industry another 50 million people.

35% of all firms in the events industry are owned by women and the industry employs at least 30% women in its workforce. The industry as a whole is championed by young entrepreneurs in the age of 25-40, clearly in the spirit of "Atma Nirbhar Bharat". The Live Entertainment industry is also helping drive the Government's initiative of "Digital India" with over 85% of the ticket bookings being done digitally and thereby increasing transparency and ease of doing business. Understandably given the nature of this global Covid 19 pandemic our industry has come to a grinding halt (note: all numbers are circa March 2020/ pre Covid) and one can well imagine the impact this has had on the entire industry's lives and livelihood. The struggle of entrepreneurs, workforce and artists is unbelievable and we all need to work together to change this at the earliest.

However, we are much enthused by the amazing speed with which GOI and states are now rolling out the world's largest "vaccination utsalav" program and as we estimate July 2021 onwards vaccines supplies would rise exponentially (15 crore doses / month by July end which may double to 30 crore doses / month by September 21). We see India well on the road to recovery and a significant proportion of vaccinated adults coming back into the economic mainstream month on month starting August 2021.

EEMA will seek to be a part of this economic recovery story and as things ease up we would also look to roll out events and activations albeit initially on a smaller scale and within the guidelines as may be in force at that time. Our endeavour will be to make such events and experiences as safe as possible for everybody involved.

EEMA intends to drive high levels of self-regulation and compliance measures to mitigate risks and intends to work with experts and design and launch a simple application (digital App) that can be downloaded for free and which will capture all relevant details like status of vaccination, RT PCR status, health information, allergies, contact tracing details and other related fields) and then output a limited timestamp digital pass which will enable the individual to attend the said event/experience and function as a point of entry requirement and validator. We envisage this app to be ready to deploy in the July quarter onwards and to be widely adopted across parallel industries across the events, exhibition, entertainment, hospitality, tourism, movie screens and retail sector in subsequent quarters. The app will cover the entire events and experiences eco system including talent, employees of the agencies, sub-vendors, contract workers, and all the individual event attendees and can at any stage be linked into any existing GOI app (Arogya Setu/ Cowin/Local body level) or the app may even function on a pure standalone model.

EEMA is in touch with several global nodal agencies and municipal bodies and this practice is now being tested/rolled out in countries like Israel, Spain, UK and USA to name a few. In some of these cases showing the digital pass entitles one to enter a restaurant/ visit a mall/ attend an event over a specified time frame as validated by the digital pass.

At an appropriate time we would be glad to demonstrate the BETA version of the app and seek some recommendations from relevant stakeholders at GOI and hence we seek your favour on this proposal and some suggestions as to how we may take this ahead.

Looking forward to a positive response from you.
Yours in Service,



Sabbas Joseph

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With copies to:

- a) Dr. Krishnaswamy Vijay Raghavan (Principal Scientific Advisor)
- b) Shri Anurag Singh Thakur (MoS Finance and Corporate Affairs)

Meeting with Hon PEA Shri Sanjeev Sanyal, August 2021 along with Mr Sabbas Joseph & Mr. Vijay R Cavale (CEO - Enjin Experiences)

