

AGP World: Pioneering the Future of Live Entertainment and Digital Storytelling

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/EINPresswire.com/ -- Bangalore, India – [AGP World](#), a trailblazer in the live entertainment industry, continues to redefine storytelling with its innovative theatre productions, corporate events, and digital content. Led by visionary entrepreneur [Ashvin Gidwani](#), AGP World has successfully created a global footprint, captivating audiences across India and beyond with immersive experiences that transcend traditional formats.

AGP World's revenue model reflects its stronghold in multiple entertainment verticals. Live events, theatre productions, and corporate partnerships constitute approximately 50% of its revenue, while business art ventures contribute 30%. Digital and film initiatives round out the portfolio with 20%, showcasing the company's commitment to both legacy and emerging entertainment platforms.

"The entertainment landscape is evolving rapidly, and AGP World has consistently adapted by combining theatrical excellence with digital innovation. Our productions are designed to engage audiences beyond the stage, extending our narratives into digital and global markets," said Ashvin Gidwani, Founder and Managing Director of AGP World.

Expanding its reach, AGP World has ventured into docufilm features and short films, delivering cross-cultural narratives. Productions like *The Seven Steps of Shiva*, a film in the French language, featuring a Parisian actress and filmed in India, have resonated with global audiences. Another groundbreaking project, *Veterans of War*, highlights the real-life experiences of 20 Mahavir Chakra recipients, reinforcing AGP World's dedication to impactful storytelling.

The Indian media and entertainment market is projected to grow at a CAGR of 10-12%, reaching \$55-60 billion by 2027, while the global live entertainment sector is expected to expand at a CAGR of 8-10%. AGP World's strategic focus on scaling live theatre productions, integrating digital extensions, and enhancing audience engagement positions it perfectly to capitalize on these industry trends.



Ashvin Gidwani, Founder and Producer, AGP World

Holding a 10-12% share of the commercial theatre market, AGP World differentiates itself through proprietary intellectual properties and a strong global touring network. With a reputation for premium productions that cater to domestic and international audiences, the brand continues to set benchmarks in the live entertainment sector.

AGP World's corporate collaborations and partnerships with cultural institutions have led to consistently high attendance rates of 80-100%. Public performances are witnessing a resurgence post-pandemic, with audience engagement averaging 70-80% across different venues. The shift from digital consumption back to live, in-person experiences underscores the demand for immersive and high-caliber productions.

"Theatre is not just about performance; it's about creating experiences that stay with people long after the curtains fall. Our audience engagement strategies and curated storytelling formats have helped us maintain a strong connection with our patrons," added Gidwani.

AGP World is expanding into Broadway and West End productions while developing new theatrical collaborations. AGP World is also taking its critically acclaimed production, *Devdas*, to international audiences with upcoming shows in Mauritius & Paris. This grand theatrical adaptation of *Devdas* brings the timeless classic to life with breathtaking performances, mesmerizing music, and stunning visuals, promising an unforgettable experience for global theatre lovers.

Strategic investments in talent acquisition, cutting-edge technology, and international outreach ensure sustainable growth and enhanced audience experiences.

Upcoming Productions | Bangalore Shows

AGP World is set to enthrall Bangalore audiences with two highly anticipated productions:

Blame It On Bollywood (April 5) A high-energy English musical taking inspiration from Yash Raj Films wedding sagas, celebrating Bollywood weddings with Ananth Mahadevan, Jayati Bhatia, and iconic YRF songs. Expect laughter, drama, and music that'll have you singing along! Tickets for your followers

Barff (Psychological Thriller) (April 6) Written & directed by Saurabh Shukla, this gripping mystery set in Kashmir will keep you on the edge of your seat. Tickets for your followers

Venue: Prestige Centre for Performing Arts

Time: 7:30 PM

Both productions showcase AGP World's expertise in blending powerful narratives with artistic brilliance, further solidifying its leadership in the industry.

About AGP World

AGP World is a leading global production house specializing in spectacular theatre shows, high-end designer experiences, and curated art events. With a presence in 24 Indian cities and 25 countries worldwide, AGP World strives to delight and inspire entertainment connoisseurs by spotlighting masterpieces from the past, cultivating new works of the present, and nurturing minds of the future.

For more information on upcoming shows and bookings, please visit www.agpworld.com.

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