



**Embassy of India  
Moscow**

**PRESS RELEASE**

**‘Bharat Utsav- Festival of India in Moscow held from 5<sup>th</sup> – 13<sup>th</sup> July  
2025’**

Bharat Utsav – Festival of India in Moscow was held from 5 -13 July 2025 at the iconic Manezhnaya Square, in the heart of the Russian capital. Organized by the Embassy of India in Russia, in association with the Moscow City Government and the Indian Women’s Association and, the nine-day festival offered a vibrant and immersive celebration of India’s rich cultural heritage to the visitors.

The inaugural event was attended by i) Hon’ble MP Shri Sujeet Kumar (Odisha); ii) Shri Dharmendra, Chief Secretary, Delhi; iii) Ambassador Shri Vinay Kumar; iv) Mr. Bulat Nurmukhanov, Deputy Chairman, Moscow City Tourism Committee and v) Ms. Niharika Rai, Secretary, Tourism, Delhi. Several Ambassadors, diplomats and local government officials also participated in the event.

The festival grounds, located opposite the historic Red Square, were transformed into a stunning tropical landscape, featuring lush greenery, an artificial waterfall, traditional Indian decor, and dedicated relaxation zones. The two stages at Manezhnaya Square hosted over 500 cultural performances, including daily yoga, meditation, and spiritual masterclasses.

More than 150 artists from India participated, representing states such as Gujarat, Kerala, Maharashtra, Nagaland, NCT of Delhi, Odisha, Punjab, Tamil Nadu and Union territory of Ladakh. The performances showcased a wide spectrum of Indian classical dances and folk traditions, including Kathak, Singari, Bharatanatyam and Odissi along with songs in

Maithili, Punjabi, Marathi and Tamil. Audiences also enjoyed contemporary medleys, Bollywood dances and the popular interactive quiz 'Discover India-Bharat Ko Janiye'. More than 350 local Russian artists, who are practitioners and students of different Indian dance forms and musical traditions, also showcased their talent on the stage.

The festival featured a curated exhibition of Indian art and crafts from diverse regions such as Bihar, Ladakh, Nagaland, Odisha, Rajasthan, Uttar Pradesh and Tamil Nadu etc displaying traditional ceramics, paintings, garments, wood and metal carvings, and other handicrafts. These were presented under the banner of the Government of India's 'One District One Product' initiative, aimed at promoting the unique cultural and artisanal heritage of India's districts. Mangoes brought from India, became a major attraction of the festival.

Visitors also enjoyed 10 interactive activity zones, including photo zones featuring replicas of iconic Indian landmarks such as the Taj Mahal and India Gate as well as traditional colourful decor. The special attraction was the live sand art demonstration by internationally renowned sand artist Shri Sudam Pradhan from Odisha.

In the closing ceremony, Hon'ble Chief Minister of Nagaland, Shri Neiphiu Rio highlighted the enduring cultural bonds and warm ties between India and Russia. Ambassador of India to the Russian Federation, Shri Vinay Kumar expressed gratitude towards the organizers, artists, volunteers, participants and the Russian audience for their enthusiastic participation.

India and Russia share a Special and Privileged Strategic Partnership, which continues to deepen through such cultural initiatives. The festival drew an estimated **850,000 visitors**, reflecting the growing affection for Indian culture in Russia and demonstrating India's robust soft power and people-to-people connect.

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**Moscow**  
**July 14, 2025**