Ambassador of the Republic of Serbia in New Delhi, H.E. Vladimir Maric and President of "Marwah" film studio Sandip Marwah opened the Indian-Serbian film and culture forum in Noida on 23 October 2016. Apart from Sandi Marwah, who is also presiding the International University of Roma in Belgrade, the event was attended by numerous Indian actors and artists.

The purpose of the forum is to promote the friendly relations between Serbia and India and to organize numerous activities in the areas of art, culture and cinematography such as: awarding scholarship to a Serbian student for attending a three-month course at the Asian Academy of Film and television (AAFT), holding of a Serbian film festival and co-productions of short feature and documentary films.