



SPOTLIGHT ON:

Vandana Sharma

Founder of Vandī Media



Vandi Media:

Giving Bollywood a Voice in Europe

For over two decades, Vandi Media has been at the forefront of bringing Bollywood to Europe, overcoming challenges and breaking barriers to establish Indian cinema as a powerhouse in the Dutch entertainment industry. What started as a family business has grown into a pioneering force in film distribution, event management, and cultural promotion.

At the heart of this journey is Vandana Sharma, the driving force behind Vandi Media. Inspired by her family business as music distributors, she envisioned a future where Bollywood had a significant presence in European cinemas.

PP 'Vandi' means voice—it was my vision to give Bollywood a voice in Europe"

she explains.



The transition from physical to digital distribution played a crucial role in this expansion. However, the journey was far from easy.

PP Convincing the mainstream was never easy, but we remained steadfast, resilient, and optimistic. That determination fueled me, and today, I stand here, having turned challenges into opportunities."

Through relentless dedication, Vandana and her team secured partnerships with major cinema chains like Pathé and Kinopolis, ensuring Bollywood films reached mainstream audiences across the Netherlands and beyond.

Navigating a male-dominated industry has come with its challenges.

PP Despite being in this industry for over two decades, I still occasionally face them, but my colleagues in the Netherlands have been incredibly cooperative and supportive, helping me overcome them",

Vandana acknowledges. Her determination and adaptability have earned her respect in both business and creative circles.

Language was one of the biggest barriers when she first arrived in the Netherlands.

PP An advisor once gave me a piece of advice that I'll never forget: Vicky, you have a strong presence and a natural talent for entrepreneurship. You should consider building something of your own.' At the time, I was working behind the scenes, supporting my husband. That advice changed my perspective—and ultimately, the course of my career."



Vandi Media:

Giving Bollywood a Voice in Europe

Her entrepreneurial spirit led her to not only establish Vandi Media but also Vandi Tok & Vertaler, providing interpretation and translation services for the Dutch government. Balancing multiple roles while raising her children, Vandana always believed in self-improvement.

“I believed in always upgrading myself. I had more time because a 9-to-5 job allowed me to give my kids enough time while still growing my business.”

Today, Vandi Media is more than a distributor—it’s a strategic partner in Bollywood’s international expansion. With a growing audience that includes not only Indian diaspora but also Middle Eastern, African, Russian, and European moviegoers, Bollywood’s influence is stronger than ever. The Netherlands, with over 250,000 Bollywood fans, has become one of the highest-grossing territories for Indian cinema in Europe.

Looking ahead, Vandana has ambitious plans.

“I have some new plans to grow Bollywood.”

she reveals but her vision goes beyond business success.

“My next goal is to give back to society, particularly to young girls in India. With the experience I’ve gained and the challenges I’ve overcome, I feel a deep responsibility to share my knowledge and inspire others. I believe my journey is my greatest asset, and I am eager to use it to empower and uplift the next generation.”

Her message to young women is clear:

“Don’t be afraid to have a big dream. Everyone should encourage their daughters to be self-sufficient.”

Vandana Sharma’s journey is a testament to resilience, vision, and the power of staying true to one’s passion. As Vandi Media continues to evolve, one thing remains constant: its unwavering commitment to giving Bollywood a voice in Europe.

Contributors:

Vandana Sharma

Founder | Vandi Media

Pallak Marwah

Student Ambassador | **SHELEADS+** Global Foundation

Garance Vanonckelen

Visual Communication & Graphic Designer | **SHELEADS+** Global Foundation

Tung Tran

Research Intern | Erasmus Centre for Entrepreneurship

Krithika Rao Baru

Founder & Director | Women Entrepreneurs Connect

Katty Hsu

Co-Founder & Managing Director | **SHELEADS+** Global Foundation

Interested?

For further questions, reach out to us via the contact details below.

- E-mail: info@sheleadsplus.org
- Website: www.sheleadsplus.org

SHELEADS+
GLOBAL FOUNDATION