

# WEB SERIES GET FULL DAY LINEUP AT JIO MAMI 18<sup>TH</sup> MUMBAI FILM FESTIVAL WITH STAR'S PLAY

**Mumbai, October 21, 2016:** Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star is back with its exciting and youngest section, PLAY, which celebrates the digital narrative through the best web series of India. And this time, in its second edition, PLAY will feature an entire day's programming, including world premieres of upcoming series as well as two panels featuring the who's who of digital in India.

PLAY will have three sessions on October 23, 2016 at PVR Icon, Andheri. The first and second session will feature an episode each of the best fiction and non-fiction series of some of the country's biggest digital players like TVF, Y-Films, ScoopWhoop and Voot. The two sessions will also feature a panel each on the creative and business aspects of storytelling.

Panel one will be a writers' panel featuring the likes of exciting digital stars: Actor Sumeet Vyas, Creative Director TVF - Nidhi Bisht, Co-founder ScoopWhoop Media- Sattvik Mishra, Writer Varun Grover, Producer and Actor- Preetika Chawla and Writer and Actor-Naveen Richard in conversation with co-curator of PLAY, Shreevasta Nevatia. This panel will discuss the topic, "Will the Indian web series only ever tell the stories of its young audience?"

The second panel, a business panel, will comprise the country's leading digital names like Group CEO Balaji Telefilms- Sameer Nair, Director Rohan Sippy, Actor and Producer- Anand Tiwari, Head TVF Originals- Sameer Saxena, CEO Y-Films- Ashish Patil and Actor Swara Bhaskar in conversation with co-curator and programmer of PLAY, Nikhil Taneja. This panel will seek answers to the contentious topic, "Is the web series model in a country like India even sustainable? Or is it a bubble waiting to burst?"

The third session will comprise world premieres of web series that fans can see exclusively before they are made available online. Digital superstars like comedian Kaneez Surka, SnG Comedy's Brij Bhakta, writer and storyteller Neelesh Mishra will all premiere their new shows, and a highlight promises to be the comeback of the lord of horror, Shyam Ramsay, with a new series called Reloaded (by 101 India).

**Programmer and co-Curator of PLAY, Nikhil Taneja, said,** "The definition of film has changed from cinema to vine, from video to digital, from theater to mobile. As the internet generation goes from being consumer to creator, stories are now first being told through the multi-part web series. This is the exciting milieu of MAMI's youngest section, PLAY and in its second edition, with its juicy lineup of digital stars and awesome shows, it promises to be a highlight of the festival!"

PLAY, in its all-new avatar, seeks to celebrate multi-part storytelling through digital content. Content available on this format is unabashed, uncensored and unpredictable and that makes PLAY of, by and for the uncompromising film fan, who believes that medium is temporary, narrative is permanent.

## **ABOUT Jio MAMI with Star Film Festival**

Mumbai - the financial capital of India is also the epicentre of the Indian film industry. The city plays such a major role in production and dissemination of Indian films and television programs that it is widely known by its acronym 'Bollywood'. In 1997, a group of film industry stalwarts headed by late Hrishikesh Mukherjee founded the Mumbai Academy of Moving Image (MAMI) as a not-for-profit Trust. Their main objective was to organize an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organizing the festival for the last 16 years and aims to foster a climate of good cinema. MAMI engages people from all walks of life across the city and country that enjoy and love good cinema. It is Mumbai's only film festival that is entirely created and run by film professionals and a group of members from corporate India. Appreciation of good cinema, stripped off all the limiting labels of art and commercial, can only come about through exposure to the best of films the world has to offer. The Festival is the first step in that direction.

In their Mission Statement in 1997, the MAMI Board of Trustees said, "We feel it is the need of the hour to disseminate and inculcate good cinema among Indian audiences. The only way to achieve this is to celebrate cinema by hosting an International Film Festival in Mumbai, India's film and entertainment capital. MAMI (Mumbai Academy of Moving Image) is committed to start Mumbai's first independent international film festival organized by practicing film makers."

For more information on Jio MAMI 18th Mumbai Film Festival with Star scheduled to be held from 20th October- 27th October 2016, do visit the official website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: [www.mumbaifilmfestival.com](http://www.mumbaifilmfestival.com)

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