



20th Jio MAMI Mumbai Film Festival with Star to host 3rd edition of 'Word to Screen Market'

*~ Sonam Kapoor is the festival champion of the two-day event ~
~ Over 200 books will be optioned at the Word to Screen Market ~*

Mumbai, August 2018: Jio MAMI Mumbai Film Festival with Star is hosting the third edition of its 'Word to Screen Market.' Launched in 2015, 'Word to Screen' is a pioneering platform, where the literary world engages directly with the creators of film, TV, and digital content. It gives film-makers an opportunity to tap into the wealth of Indian literature and discover exciting content that can be translated onto the screen. 'Word to Screen Market' also allows untold stories to be translated in unique formats for the consumption of global audiences.

An industry-first initiative, 'Word to Screen' market is curated by Arpita Das and has Sonam Kapoor as the festival champion. The platform has significantly grown over the past two years and this year over 200 books across six languages – English, Assamese, Bengali, Hindi, Tamil, and Malayalam, are being optioned by authors and publishers to directors and production houses.

Over 200 books will be presented this year – the MAMI Recommends List has 36 titles (25 fiction and 11 non-fiction titles) and the Publishers list with 174 titles for optioning.

There is also a new addition to the event in the form of '**Authors Corner**' – a market for select Indian authors to speak about the stories they have written and which they feel passionately for. Authors of the likes of Jerry Pinto, Anita Nair, M. Mukundan, Amrita Mahale, Amrita Narayanan, Saikat Majumdar, Namita Devidayal, and Nikhil Pradhan are a part of 'Authors Corner'. They will narrate their stories to over 80 content creators among which are some well-established production houses like Jio Content Studio, Aamir Khan Productions (AKP), Fox Studio, Netflix, Amazon Prime, Roy Kapur Films, Dharma Productions, and Yash Raj Films. A total of 27 publishing houses from across India such as Harper Collins, Penguin Random House, Juggernaut Books, and Rajkamal Prakashan to name a few, will also be a part of this two-day market.

Few of the books that will be presented in the MAMI Recommends List Fiction category:

- Unclaimed Terrain
- The Year of the Weeds
- Oru Puliyamarathin Kathai (Sundara Ramaswamy's Tamarind History)
- Madaripur Junction
- The Nabakumar Trilogy
- Aarachaar



Few of the books that will be presented in the MAMI Recommends List Non-Fiction category:

- Gaffar Khan: Non-Violent Badshah of the Pakhtuns
- Interrogating my Chandal Life: An Autobiography of a Dalit
- Njan Lyngkathozhilali
- Dilli Tha Jiska Naam

Arpita Das, curator of 'Word to Screen Market', said, *"Word to Screen Market is an initiative to create a platform that enables content creators to access the best literary works in the country and convert them into narratives that can be adapted to other media forms. There is a rise in demand for great stories, especially considering the proliferation of various OTT platforms; and initiatives like Word to Screen Market are a great means of bridging this gap."*

Smriti Kiran, Creative Director – MAMI, stated, *"We are constantly on the lookout for unique ways to curate the best film content in India. With Word to Screen Market, we are one step closer to our ambition of strengthening our dialogue with the literary world and helping it evolve. This initiative definitely adds a touch of versatility to our festival line-up."*

The 'Word to Screen Market' will be hosted in Mumbai on the 30th and 31st of August 2018. For more information, on this please log on to <https://www.mumbaifilmfestival.com/>

ABOUT MAMI

Mumbai Academy of Moving Image (MAMI), India's leading platform for cinematic disruption and discovery, was founded in 1997 by film industry stalwarts headed by Late Hrishikesh Mukherjee. The main purpose of founding the academy was to give India an annual international film festival which the film industry and the country can be proud of. MAMI is a change-agent emboldening theater, audiences and the industry in India to embrace the new, independent and the best of cinema that deserves to be discovered. 2018 marks the 20th year of the festival and the mission statement stated by the MAMI Board of Trustees in 1997 continues to be a reflection of the initiative, "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 which is the birthplace of Indian Cinema) and its 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."

MAMI organizes the Jio MAMI Mumbai Film Festival with Star, an annual international film festival which engages film lovers from all walks of life across the city and country and aims to foster a climate of good cinema. For more information on MAMI, visit: <https://www.mumbaifilmfestival.com/> . Apart from the Mumbai Film Festival,



ABOUT JIO MAMI MUMBAI FILM FESTIVAL with STAR

Jio MAMI Mumbai Film Festival with Star is the most immersive and comprehensive program that celebrates the diverse cinematic voices of our country through an international annual platform that instills pride in audiences and unites the film fraternity. The festival is organized by the Mumbai Academy of Moving Image (MAMI), which was founded by a group of film industry stalwarts in 1997 and was conceived and created with an aim to engage film lovers from all walks of life, and to foster an ideal climate of good cinema across the country by presenting the best of global and Indian cinema. The academy's vision is to celebrate cinema by hosting the annual international film festival in Mumbai, India's film and entertainment capital.

Log onto: www.mumbaifilmfestival.com

Follow us on social media: Facebook: [@MumbaiFilmFestival](https://www.facebook.com/MumbaiFilmFestival) ; Instagram: [MumbaiFilmFestival](https://www.instagram.com/MumbaiFilmFestival) ; Twitter: [@MumbaiFilmFest](https://twitter.com/MumbaiFilmFest)