

**Tata Sky launches new movie service**  
**- First ever Pay-TV platform to make critically acclaimed festival films available nationwide**

**Mumbai, 4 October, 2016:** Tata Sky, pioneer of innovative services in the Pay-TV industry, has announced to showcase a handpicked array of critically acclaimed films from recent editions of Mumbai Film Festival. These films will be exclusively available to all Tata Sky subscribers on the new service – ‘Tata Sky Mumbai Film Festival’.

These films have been handpicked in cooperation with the ‘Jio MAMI Mumbai Film Festival with Star’ team for their brilliance and excellence in various aspects of film making that make it a must-watch for viewers. This service will be available on Channel 302 & 303, in both SD & HD, at no additional cost to all subscribers from 7<sup>th</sup> October 2016.

Talking about the new initiative, **Paolo Agostinelli, Chief Content & Business Development Officer, Tata Sky said,** *“This was an earnest endeavour to not only bring exclusive and unique films for our movie-loving subscribers but was also an attempt to support the talent that is showcased in India’s largest Film festival to a much larger audience. We cared enough to curate and create a mix of some popular and some hidden gems from the field of film-making for our viewers from the last few editions of the Mumbai Film Festival.”*

This was the first time that a Film Festival will be showcased on a TV, which reached a few thousands to now reaching over millions.

**Anupama Chopra, Director, Jio MAMI Mumbai Film Festival with Star said** *“We were delighted when Tata Sky extended their support and suggested taking these curated films from both Indian and international to viewers living across the country. This unique and unconventional approach just goes to prove that the entertainment and media industry needs to come together for the benefit of the extraordinary passion and talent of movie makers and lovers in India.”*

Tata Sky will run three films on a daily basis. This exclusive handpicked list will include films in multiple languages, such as Hindi, English, Assamese, Marathi, Malayalam, Punjabi, Arabic, Russian, French, even including silent films. Tata Sky subscribers will be able to enjoy works of renowned Indian and international directors such as Hansal Mehta, Anup Singh, Ravi Jadav, Bikas Mishra, Pan Nalin, Nitin Kakkar and Lea Hjort Mathiesen.

Through this innovative initiative, subscribers can look forward to an exciting mix of award-winning and nominated features, short films, documentaries, animations covering varied genres of comedy, drama, thriller, mystery, crime and adventure. The promising star casts include names such as Sanjay Suri, Irrfan Khan, Seema Biswas, Atul Kulkarni, Tisca Chopra, Soham Maitra, Manoj Bajpai and Rajkumar Rao among others.

Prior to this initiative, Tata Sky had also launched other unique movie platforms such as Kids Showcase featuring movies for children from across the globe and Miniplex – showcasing Premiere Movies that have never been shown on TV before as well as critically acclaimed Premium Movies.

**About Tata Sky**

Launched in 2006, Tata Sky is a JV between the TATA Group and 21st Century Fox. The company has invested in state-of-the-art digital infrastructure, partnered with global leaders to provide superior technology and set-up high-end 24x7 call centers across the country manned by multi-lingual customer service associates. Tata Sky

currently has 418 SD, 77 HD channels, 15 interactive service, 6 SD and 6 HD movie Showcase platforms. Tata Sky is the only DTH player in the world, to have a successful business model of pioneering interactive services today. The company currently has a presence in 1.5lac towns with over 15 million connections in the country. For more information on Tata Sky, visit [www.tatasky.com](http://www.tatasky.com)

**For further information contact:**

**Tata Sky:**

**Nida Paloba** – 09821017561; [Nida.paloba@tatasky.com](mailto:Nida.paloba@tatasky.com)

**Aditya Ravi** – 09821299550; [Aditya.ravi@tatasky.com](mailto:Aditya.ravi@tatasky.com)

**Ad Factors:**

**Arun Thankappan** – 09930860706; [arun.thankappan@adfactorspr.com](mailto:arun.thankappan@adfactorspr.com)

**Gaurav Bhat** – 09833057592; [gaurav.bhat@adfactorspr.com](mailto:gaurav.bhat@adfactorspr.com)

**Handpicked movies from Mumbai Film Festival on Tata Sky Showcase:**

Sr.No	Movie Name	MAMI Year	Language
1	Aligarh	2015	Hindi
2	Ottal The Trap	2015	Malayalam
3	Kothanodi	2015	Assamese
4	Kunal	2015	Hindi
5	Malek Means Angel	2015	Arabic
6	Birds of Passage	2015	French
7	Celestial Camel	2015	Russian
8	Little Seed	2015	No Dialogue
9	One Two Three	2015	No Dialogue
10	Train Char Baje ki Hai	2015	Hindi
11	Bokul	2015	Asamese
12	Paper planes	2015	English
13	Fireflies in the Abyss	2015	Hindi/ Nepali
14	Angry Indian Goddesses	2015	Hindi/English
15	Chauranga	2014	Hindi
16	Little Big People	2013	English/Hindi/Marathi
17	Beyond Boundaries	2013	Hindi
18	Qissa	2013	Punjabi
19	Kaphal	2013	Hindi
20	Barefoot to Goa	2013	Hindi
21	The Master Shyam Benegal	2012	English/Hindi
22	Fandry	2012	Marathi
23	Natrang	2009	Marathi