



**JIO MAMI 18<sup>TH</sup> MUMBAI FILM FESTIVAL WITH STAR LAUNCHES MARATHI TALKIES WITH THE PREMIERE OF 'VENTILATOR' PRODUCED BY PRIYANKA CHOPRA**

*The film festival introduces a new section Marathi Talkies that will showcase Marathi films*

*Renowned Marathi film critic Amol Parchure will curate Marathi Talkies this year*

**Mumbai, October 8, 2016:** The Jio MAMI Mumbai Film Festival with Star, in its 18<sup>th</sup> edition celebrates Marathi cinema with the launch of its new segment, Marathi Talkies. The programme will showcase Marathi films through the day at PVR, Lower Parel on October 25, 2016. The film line up has been curated by renowned Marathi film critic, Amol Parchure. The festival will launch Marathi Talkies with a bang as it

gears up for the World Premiere of Ventilator, the first film produced by National Award winning actor Priyanka Chopra.

'Ventilator' is written and directed by Ferrari ki Sawari director, Rajesh Mapuskar and is produced in association with Magic Pictures. The film revolves around an ailing senior member of a family who is being put on the ventilator just days before the popular Ganpati festival leading to varied degrees of speculation and panic amongst the large coastal clan he belongs to. What ensues is funny, ironical and deeply moving. The first poster of the movie was unveiled by Priyanka Chopra in September 2016.

Speaking about the premiere of Ventilator, Rajesh Mapuskar said, "I am glad that MAMI has provided this new platform for Marathi cinema and they are hosting the world premiere of Ventilator. I am excited. Thank you team MAMI."

**Curator of Marathi Talkies, Amol Parchure said,** "In recent years, Marathi cinema has seen a boom in viewership in India, thanks to the makeover the industry underwent in 2010. We have seen some unconventional and splendid film take over the world cinema stage and win hearts across countries, breaking the language barrier. Film festivals MAMI have also proven beneficial to the industry as they provide a platform for progressive Marathi cinema to showcase itself. Do not miss a chance to watch these outstanding films on the big screen."

A staunch supporter of regional cinema, **Actor and Producer, Riteish Deshmukh said,** "I am pleased that MAMI continues to support regional cinema and this year, have dedicated a day to Marathi films. It is because of the platform provided by international film festivals that regional cinema is growing faster than ever."

**Jio MAMI with Star, Festival Director, Anupama Chopra said,** "Marathi cinema has always been an integral part of MAMI. With Marathi Talkies, we are creating a special showcase for great Marathi cinema. We hope that this will help to serve both the Marathi film industry and viewers."

Other films to be showcased this year at Marathi Talkies are *Vakratunda Mahakaya*, *Bioscope* and *Rajwade & Sons* along with Ventilator.

Jio MAMI with Star, in its previous editions has greatly extended its support to the Marathi cinema by screening National Film Award winner, *Court* and *A Calling (Kaul)*.

### **Jio MAMI with Star VISION 2016**

The Jio MAMI Mumbai Film Festival with Star is an inclusive movie feast. We showcase the latest cutting-edge, independent cinema - art house fare alongside genre movies from Bollywood and Hollywood and cult international movies. We offer the best of world cinema to the people of Mumbai and we offer the best of Indian cinema to the world. The festival is run by the Mumbai Academy of Moving Image popularly known as MAMI. This is a space where we revel in the sheer pleasure of cinema, the joy it gives us and how much it enhances our lives. The goal is to nurture and ignite a passion for movies. We want Jio MAMI to be shorthand for excellence in cinema.

### **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 organise an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organising 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 18<sup>th</sup> 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)

**#JioMAMIwithStar2016**

**Twitter:** [@Mumbaifilmfest](https://twitter.com/Mumbaifilmfest)

**Facebook:** [/MumbaiFilmFestival](https://www.facebook.com/MumbaiFilmFestival)

**Instagram:** [/mumbaifilmfestival](https://www.instagram.com/mumbaifilmfestival)

**YouTube:** [Mumbai Film Festival](https://www.youtube.com/MumbaiFilmFestival)