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## **JIO MAMI FILM CLUB WITH STAR PREMIERED DAMIEN CHAZELLE'S LA LA LAND IN ASSOCIATION WITH VIACOM18 MOTION PICTURES**

**~ The movie received an overwhelming response ~**

**Mumbai, November 24, 2016:** The Jio MAMI Film Club with Star hosted the India premiere of La La Land yesterday in association with Viacom18 Motion Pictures. La La Land is a Lionsgate movie and will be exclusively distributed by Viacom18 Motion Pictures in India. The premiere was screened at PVR Icon, Versova on November 23, 2016.

Written and directed by Damien Chazelle, who made his directorial debut with the musical Guy and Madeline on a Park Bench followed by the enormously popular feature film Whiplash.

The screening was a huge success with an astounding turnout, so much so that MAMI couldn't accommodate all its film lovers. The Film Club in association with Chandon India hosted a pre-screening soirée for their guests. The screening was attended by Co-chairperson Kiran Rao, Festival Director Anupama Chopra, Vasan Bala, Harshvardhan Kapoor, Adah Sharma, TV Actor Sana Khan, TVF team including Arunabh Kumar, Naveen Kasturia, Nidhi Singh, Jitendra Kumar, Maanvi Gagroo and others.

**Co-Chairperson of MAMI, Kiran Rao** said, "La La Land has received accolades at International film festivals including TIFF and we are really happy that Viacom18 Motion Pictures gave MAMI the opportunity to screen the movie as a premiere. La La Land reminds us that movies can still be magical and it is heartening to see this genre return to the big screen."



Commenting on the association, **Ajit Andhare, COO, Viacom18 Motion Pictures**, said, "Viacom18 Motion Pictures has continually presented the Indian audience with the most entertaining cinematic experience. From the plethora of Hollywood movies this year, **La La Land** has stood out, by receiving lauding appreciation from critics and reviewers, and we are elated to bring this enigmatic movie to the Hollywood movie-lovers. It has been our honor to be associated with Jio MAMI with Star for a special Indian premiere of this very riveting musical that is sure to leave the audience gasping for more."

**Jio MAMI with Star, Festival Director, Anupama Chopra said**, "I am thrilled to be here for the La La Land premiere at MAMI Film Club. I am excited and there are good things to look forward at the 19<sup>th</sup> edition of the festival."

**Jio MAMI with Star, Creative Director, Smriti Kiran** said, "Everyone had been waiting for La La Land. The rousing response has been heartening but was expected. We are grateful to Viacom18 Motion Pictures for giving the India Premiere of the film. The 19<sup>th</sup> year of the festival will see the programming of the film club strengthening."

**Actor Harshvardhan Kapoor said**, "There's a conversation between the characters in La La Land that's about staying true to yourself and holding onto your artistic integrity and being passionate and staying true to it and believing that if you say that way people will eventually feel it and come around and be as excited about your art as you are, this was such a fantastic movie watching experience for me because it just reiterates that."

**Director, Vasan Bala said**, "I am really excited to catch the movie on the big screen since the trailer broke out a few months back and I'm so glad to be here at the MAMI Film Club."

**Screenwriter and lyricist, Varun Grover said**, "It feels great to be here at the MAMI Film Club. La La Land was floating in the air level good movie. I am so happy to be a part of this screening."

La La Land tells the story of Mia, an aspiring actress, and Sebastian, a dedicated jazz musician, who are struggling to make ends meet in a city known for crushing hopes and breaking hearts. The movie reunites Ryan Gosling and Emma Stone for the third time after Crazy, Stupid, Love (2011) and Gangster Squad (2013). The film was also premiered at Venice Film Festival in August this year and has won multiple awards at international festivals such as Hamptons International Film Festival, Hollywood Film Awards and Toronto International Film Festival.

### **About Viacom 18 Motion Pictures**

Viacom18 Motion Pictures is India's finest fully integrated motion pictures studio that has emerged as a force to reckon with by delivering a stream of critically and commercially successful films. Offering differentiated and meaningful cinema, some of its iconic releases have been Drishyam (2015), Gabbar is Back (2015), Margarita with a Straw (2015), Manjhi The Mountain Man (2015), Mary Kom (2014), Queen (2014), Bhaag Milkha Bhaag (2013), Madras Café (2013), Special 26 (2013) and Kahaani (2012) to name a few. Viacom18 Motion Pictures is also one of the few studios to have successfully ventured into regional films across languages like Bengali, Marathi, Punjabi and from the South. The Studio has also backed path-breaking and



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much-appreciated creative work in the form of hits like Bombay Talkies, Gangs of Wasseypur I and II, OMG - Oh My God! Dharam Sankat Main, Manjunath, Shaitan, That Girl in Yellow Boots, Pyaar ka Punchnama and Pyaar Ka Punchnama 2, Inkaar, Saheb, Biwi Aur Gangster Returns, Rahasya and Boss amongst others.

The strategic alliance with Paramount Pictures to market and distribute PPI line-up in the Indian sub-continent has seen blockbusters like Transformers Dark of the Moon, Mission Impossible: Ghost Protocol, Madagascar 3, Hugo, Paranormal Activity, G.I. Joe: Retaliation, Jack Ryan: Shadow Recruit, Noah, Transformers – Age of Extinction, Terminator Genisys and Mission Impossible: Rogue Nation to name a few. For more information, log on to [www.viacom18movies.com](http://www.viacom18movies.com)

### **Jio MAMI Film Club with Star**

The city of Mumbai is home to cinema. Mainstream populist cinema, art house - independent cinema and even B-grade potboilers co-exist and thrive here. It's home to film lovers, patrons of art and the common man who seeks a few hours of escape from his daily grind. It's home to storytellers and dreamers. It is about time that the city's beloved Mumbai Film Festival expands its horizons and initiates year-round activities that create a much-needed holistic ecosystem for cinema, the film fraternity and film lovers. We look forward to creating a platform that nurtures, supports, educates and entertains this vast community of movie lovers from all walks of life.

To register, go to <http://www.mumbaifilmfestival.com/user/filmclubMembers>.

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

#JioMAMI2016 #LaLaLandatMAMI

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