



18th | MUMBAI
FILM FESTIVAL



Cinema superstars from across the country join hands to support the 18th Jio
MAMI Mumbai Film Festival With Star

***Superstars Pawan Kalyan, Prithviraj Sukumaran & Suriya along with Riteish
Deshmukh, National Award winning filmmaker Paresh Mokashi join Ranveer Singh
and Anushka Sharma in pledging their support for the festival.***

Mumbai July 8, 2016: In its second phase of the *Call for Entries*, The Jio MAMI Mumbai Film Festival with Star has seen a surge of support from prominent film personalities across India. These *Call for Entries* encourage films from all across India to participate in the Mumbai based festival.

Leading stars from the South such as Pawan Kalyan, Prithviraj Sukumaran and Suriya along with Bollywood stars Riteish Deshmukh, John Abraham and National Award winning filmmaker Paresh Mokashi can be seen in the *Call for Entries* series of films.

Anupama Chopra, Festival Director, MAMI said, "The Call for Entries films feature diverse talents from across India and illustrates that cinema is truly an art form that unites. I am extremely grateful to them all for participating in this initiative and encouraging filmmakers across India to send us their films."

Last year saw the likes of Alia Bhatt, Ranbir Kapoor, Karan Johar, Vidhu Vinod Chopra and Raju Hirani with Festival Director - Anupama Chopra and Chaitanya Tamhane, Winner of Best Film in the International Competition, MAMI 2014 participate in the *Call for Entries* films.

Last month Anushka Sharma, Ranveer Singh and Suriya all avid supporters of MAMI announced the *Call for Entries* for this year's edition of the festival.

The final submission deadline for the festival ends on August 10, 2016. The guidelines, entry forms, rules and regulations can be found online on the official MAMI website www.mumbaifilmfestival.com.

JIO MAMI with Star

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 programmes 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 18 years and aims to foster a climate of good cinema. MAMI engages people from all walks of life across the city and country who 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.

For more information, please contact:

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