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MUMBAI FILM FESTIVAL 2015 UNVEILED

TITLE SPONSOR PARTNER IS RELIANCE JIO!

MAMI's 17th Mumbai Film Festival will be held from October 29th- November 5th 2015

Mumbai, June 10, 2015 -- The Mumbai Academy of Moving Image (MAMI) unveiled its new and vibrant brand identity for the 17th Mumbai Film Festival with its sponsor partners -- **Title Sponsor Partner, Reliance Jio Infocomm (RJIL) and Associate Sponsor Partner, STAR India.**

MAMI's 17th Mumbai Film Festival -- the gateway to world cinema and the gateway to Indian cinema for the world -- will be held in Mumbai from 29th October-5th November 2015.

"We are delighted to announce that the Mumbai Film Festival has found its patrons, Reliance Jio and Star Network who see the rightful potential of MAMI and have joined hands with us to take the festival to the next level," said **Kiran Rao, Chairperson, MAMI.**

"Films are a celebration of life – they add to life joy and colour; they educate us, provoke us and make us think; they make us laugh. Films influence our own lives in many ways. Jio is Reliance's next generation business and also a celebration of life. It is ushering in the digital age and is bringing fast internet services to all of India," said **Nita M. Ambani, Founder & Chairperson, Reliance Foundation.**

Unveiling the new brand identity for the 17th Mumbai Film Festival and speaking about the importance of the Mumbai Film Festival to the city, **Anupama Chopra, Festival Director, MAMI,** said, "Eighteen years ago, stalwarts of Indian cinema including Hrishikesh Mukherji and Shyam Benegal, created a film festival for Mumbai. It gives me great pride and joy to carry

forward the MAMI baton. It's an enormous responsibility but we have enormous support. We hope to create an event that the city can be proud of."

"STAR India is proud to be associated with MAMI for the 17th Mumbai Film Festival. We believe it is our responsibility to leverage the power of our network to build India as a leading destination for a world class film festival. This association reflects STAR India's vision of 'Inspiring a Billion Imaginations' and we hope that our endeavour will establish MAMI as a platform for excellence in cinema," said **Star India COO Sanjay Gupta**.

"MAMI is India's leading film festival and I am proud to be on its board. It's a wonderful space to discover and nurture fresh talent, build audiences and interact with other talent from across the world," said **Deepika Padukone, Member, Board of Trustees, MAMI**.

Last month, MAMI announced and issued its Call for Entries through a specially produced film that brought together four of the industry's leading production houses. The film was produced by Equinox and Vinod Chopra Films and is supported by Dharma Productions and Phantom Films. Leading stars - Ranbir Kapoor and Alia Bhatt as well as some of the most recognised directors, Karan Johar, Vidhu Vinod Chopra and Raju Hirani, along with Festival Director - Anupama Chopra and Chaitanya Tamhane, Winner of Best Film in the International Competition, MAMI 2014 were seen in the film. The Festival has already received quite a few submissions from across India and the world.

Additionally, the MAMI team has received an overwhelming show of support from members of the Indian Film fraternity who have come together to commit their time and resources to make the 17th Mumbai Film Festival a showcase of the best creative talent from India and around the world.

The recently appointed MAMI team members are bringing together their expertise and experience to give Mumbai and India a bigger, better and even more exciting 17th edition of the Mumbai Film Festival. Along with Chairperson, Kiran Rao and Festival Director, Anupama Chopra, the members of the new Board of Trustees of MAMI are Filmmakers Anurag Kashyap, Farhan Akhtar, Karan Johar, Vikramaditya Motwane, Actor Riteish Deshmukh, Actress Deepika Padukone, Mr. Anand Mahindra, Chairman & MD, Mahindra Group, Mr. Ajay Bijli, Chairman and MD, PVR Pvt. and Mr. Siddharth Roy Kapur, MD, Disney.

Earlier this year in February 2015, the MAMI team invited Cameron Bailey, Artistic Director, TIFF and Natalie Lue, Vice-President, Production and Visitor Experience of the Toronto International Film Festival (TIFF) to conduct a series of workshops. They visited Mumbai to share their experiences, learnings and insights over the years from TIFF with the MAMI team. TIFF is recognised as

one of the most successful Film Festivals around the world. Traditionally, many Best Picture Oscar winners come out of the Toronto Film Festival.

MAMI VISION 2015

The Mumbai Film Festival 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 MAMI to be shorthand for excellence in cinema.

ABOUT MAMI

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 16 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.

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 MAMI and the upcoming 17th Mumbai Film Festival scheduled to be held from 29th October- 5th November 2015, do visit our MAMI Website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: www.mumbaifilmfestival.com

#MAMI2015

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