



# MUMBAI FILM FESTIVAL

## **FOR IMMEDIATE RELEASE**

### **MUMBAI FILM FESTIVAL 2015**

#### **CALL FOR ENTRIES OFFICIALLY OPEN!**

***MAMI's 17th Mumbai Film Festival from 29th October-5th November 2015 now accepting submissions***

***India's leading film stars, producers and directors reach out to invite entries through a specially created film***

*Mumbai, May 15, 2015* -- It's official! The Mumbai Academy of Moving Image (MAMI) has announced and issued its **Call for Entries for the 17th Mumbai Film Festival** which is scheduled to be held in Mumbai from **29th October-5th November 2015**.

MAMI is now accepting submissions from across India and the world for the prestigious festival.

The MAMI team led by Festival Director, Anupama Chopra 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.

To kick off the preparations for the 17th edition of the Festival, Team MAMI has produced a special Call for Entries film that brought together four of the industry's leading production houses. The film is produced by Vinod Chopra Films and Equinox 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** can be seen in the film.

**Anupama Chopra, Festival Director, MAMI** said, *"The MAMI film is one of the many miracles that is enabling this festival to survive and thrive. Four production houses, artists and crew gave us their talent and time free of cost and made this happen. I am extremely grateful to each one of them. May your tribe increase."*



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The digital release of the Call for Entries film, which has been **directed by Priyanka Ghose from Equinox**, is scheduled for [Monday, 18th May 2015](#). The film will also release in all PVR theatres in the first week of June, 2015.

Speaking about the importance of the Mumbai Film Festival to the city and film lovers, **Karan Johar, Member, Board of Trustees, MAMI** said, *“It's so important for the city of Mumbai that mothers a large part of Indian cinema to have a festival of its own. MAMI is the largest platform endeavoring to resonate the power of cinema from the city of dreams”*.

When asked what MAMI means to him, **Chaitanya Tamhane, Winner of Best Film in the International Competition at MAMI 2014** said -- *“MAMI for me is a window to the best of world cinema amidst a celebratory atmosphere and an infectious spirit. It's that one week in a year where film lovers from not just Mumbai, but all over India, flock to the festival venues like kids in a candy store. One is almost spoilt for choices with such a diverse and exquisite selection of films, and that too for the minimal cost of an all access pass. I think of myself as a perennial film student, and MAMI is one of the best film schools out there”*.

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. MAMI is a space where Aamir Khan, Quentin



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Tarantino, Zhang Yimou and Rajinikanth would all feel equally at home. 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, "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 (birth place of Indian Cinema), 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 and Facebook Page as follows:**

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

**Twitter:** @mumbaifilmfest

**Facebook:** MAMI



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## FOR MEDIA QUERIES YOU MAY CONTACT:

**Roma Pereira-Talwar**

Director

Turning Point Brand Consulting Pvt. Ltd.

[roma.pereira-talwar@tpcpl.com](mailto:roma.pereira-talwar@tpcpl.com)

+919820182480

**Anisha SenGupta-Yanger**

Consultant

Turning Point Brand Consulting Pvt. Ltd.

[anishayanger@gmail.com](mailto:anishayanger@gmail.com)

+919833730311

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