



18<sup>th</sup> | MUMBAI  
FILM FESTIVAL



**FOR IMMEDIATE RELEASE**

**Jio MAMI's 18<sup>th</sup> Mumbai Film Festival with Star  
Announces the  
“Book Award for Excellence in Writing  
on Cinema”**

*Now Open to both English and Hindi writers*

Mumbai, July 23, 2016 – To recognize quality writing on cinema, **Jio MAMI Mumbai Film Festival with Star** announces the **Book Award for Excellence in Writing on Cinema**. In the second year of the award it is being opened to Hindi writers as well.

The Award seeks entries that showcase nuanced and imaginative film writing and publishing in South Asia. Book-length works written by authors from the sub-continent and published by an Indian publishing house in print format between August 1, 2015 and August 1, 2016 are eligible for the Award.

The Award covers works of fiction, graphic novel, creative non-fiction, reportage, analysis, written in English and Hindi. The Award carries a cash prize of Rs. 2.5 lakhs for the winner from each language category. The last date of submission is August 15, 2016.

**Leading Publisher & Editor, Arpita Das (Yoda Press)**, is curating the Award. She said,

“The Book Award is becoming stronger in its second year and will now also recognize and celebrate excellence in writing on cinema in Hindi. The Award remains steadfast in its intention to encourage a deeper engagement with our cinema via commentary, documentation and analysis.”

**Anupama Chopra, Festival Director, Jio MAMI**, said, “I’m thrilled to announce that this year’s Jio MAMI Book Award for Excellence in Writing on Cinema is now also open to Hindi writers. We hope that this award will encourage more writers to look at cinema as a subject. I’ve written several books on film and I know the struggle it entails. We hope this award helps to alleviate some of it.”

Last month saw an overwhelming show of support from cinema stars across India for the festivals Call for Entries film campaign, which showcased messages from Anushka Sharma, Pawan Kalyan, Riteish Deshmukh, Prithviraj, Paresh Mokashi, John Abraham and Varun Dhawan.

The Jio MAMI 18<sup>th</sup> Mumbai Film Festival with Star will be held in Mumbai from October 20-27<sup>th</sup>, 2016.

### **Jio MAMI VISION 2016**

The Jio MAMI 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 Jio MAMI to be shorthand for excellence in cinema.

### **ABOUT MAMI**

Mumbai - the financial capital of India is also the epicenter 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 Mumbai Film Festival scheduled to be held from 20th October- 27th October 2016, do visit our MAMI Website, Twitter handle, Facebook Page, Instagram and YouTube as follows:**

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

**#JioMAMI2016**

**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)

**FOR MEDIA QUERIES CONTACT:**

Anisha S. Yanger

Head: Publicity & Communication

M : +91 9833730311

Email:[anishayanger@mumbaifilmfest.com](mailto:anishayanger@mumbaifilmfest.com)