

## Mumbai Academy of Moving Image (MAMI) partners with Edelman India to drive the PR and Digital mandate for the 20th edition of the Jio MAMI Mumbai Film Festival with Star

**Mumbai, August 22<sup>nd</sup>, 2018:** Mumbai Academy of Moving Image (MAMI), India's leading platform for cinematic disruption and discovery, has appointed Edelman India to drive their Public Relations and Digital mandate for the upcoming edition of the Jio MAMI Mumbai Film Festival with Star. The mandate focuses on driving strategic communication programmes for their annual property, the film festival. Edelman's extensive experience in building brands and the firm's expertise in running large format events, makes this an apt partnership.

MAMI was founded in 1997 by renowned film professionals from the Indian Film Industry to create an annual international film festival in India that brings the best of cinema to the audience and also creates a world class film festival that can find a pride place in the film festival map of the world. This edition of the Jio MAMI Mumbai Film Festival with Star will celebrate its 20th year milestone.

Apart from the festival, the academy curates and runs a unique Year-Round Programme that sustains conversations around cinema throughout the year and makes cutting edge cinema from India and across the world available to audiences year-round.

With its experienced team of media strategists, content creators and creative thinkers, Edelman is strongly poised to drive communications for the Jio MAMI Mumbai Film Festival with Star and help it engage with a wide audience.

**Creative Director - MAMI, Smriti Kiran said,** *"We are taking steps every year to strengthen our footprint and also strengthen the organization. For us, the next five years are years of institution building. A consummate film space does not exist in India and this is the one opportunity we have to create that entity. Getting Edelman on board is a step in this direction. They are one of the best integrated communications agencies in India comprising of Digital and PR professionals rooted in content. That is what we need. Disseminators who have a deep understanding of the work we do. I believe they will take the festival and the academy to the next level."*

*"We have a national team that understands the mechanics of driving successful large-format events well. Managing multiple stakeholders, conversations and expectations, while telling a compelling and coherent story is a skill that our teams have developed over the years. Our earned-centric thinking and deep local understanding will help us craft a strong programme for the Jio MAMI Mumbai Film Festival with Star and we're truly excited about this partnership,"* said Himanshu Saxena, Brand Head, Edelman India.

## ABOUT MAMI

Mumbai Academy of Moving Image (MAMI), India's leading platform for cinematic disruption and discovery, was founded in 1997 by film industry stalwarts headed by Late Hrishikesh Mukherjee. The main purpose of founding the academy was to give India an annual international film festival which the country can be proud of. MAMI is a change-agent emboldening audience and the industry in India to embrace the new, independent and the best of cinema. 2018 marks the 20th year of the festival and the mission statement stated by the MAMI Board of Trustees in 1997 continues to be a guiding light of the initiative, "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 which is the birthplace of Indian Cinema) and its 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."

MAMI organizes the Jio MAMI Mumbai Film Festival with Star, an annual international film festival which engages film lovers from all walks of life across the city and country and aims to foster a climate of good cinema. *For more information on MAMI, visit: <https://www.mumbaifilmfestival.com/>* . Apart from the Mumbai Film Festival, the Year Round Programme is a unique initiative which is run under the aegis of MAMI, which brings the latest films, workshops and conversation sessions to film lovers throughout the year. *For more information and to sign up for the programme, visit: [www.mumbaifilmfestival.com/mamiyearroundprogramme](http://www.mumbaifilmfestival.com/mamiyearroundprogramme)*

## ABOUT JIO MAMI MUMBAI FILM FESTIVAL with STAR

Jio MAMI Mumbai Film Festival with Star is the most immersive and comprehensive program that celebrates the diverse cinematic voices of our country through an international annual platform that instills pride in audiences and unites the film fraternity. The festival is organized by the Mumbai Academy of Moving Image (MAMI), which was founded by a group of film industry stalwarts in 1997 and was conceived and created with an aim to engage film lovers from all walks of life, and to foster an ideal climate of good cinema across the country by presenting the best of global and Indian cinema. The academy's vision is to celebrate cinema by hosting the annual international film festival in Mumbai, India's film and entertainment capital.

Apart from the Festival, the academy hosts the **Year Round Programme** - a unique initiative which is run under the aegis of MAMI, which brings the latest films, workshops and conversation sessions to film lovers throughout the year (*for more information visit: [www.mumbaifilmfestival.com/mamiyearroundprogramme](http://www.mumbaifilmfestival.com/mamiyearroundprogramme)*).

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

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reputations. With a team of over 350 professionals, Edelman has a presence across 8 locations and a representative network covering 200+ cities in India.

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