

Renowned Actor Sharmila Tagore to receive the 'Excellence in Cinema India Award' at the Opening Ceremony of the Jio MAMI 19th Mumbai Film Festival with Star

The **Jio MAMI 19th Mumbai Film Festival with Star** will host its grand opening ceremony on the **12th of October** at **The Liberty Cinema**. One of the biggest highlights of the evening will be the felicitation of veteran actor **Sharmila Tagore** with the '**Excellence in Cinema Award-India**'

Having started her career in 1957, Sharmila Tagore has worked in more than 100 Hindi and Bengali films. Her vast talent shone through with memorable films like *The World of Apu* (1959), *Devi* (1960), *Dak Ghar* (1964), *An Evening in Paris* (1967), *Aradhana* (1969), *Amar Prem* (1970), *Chupke Chupke* (1975), *Mausam* (1975), *Abar Aranye* (2003), *Antaheen* (2009), to name a few. Of her two National Film Awards, one is for Gautam Ghose's *Abar Aranye* and the other is for *Mausam*, directed by Gulzar. She has led the Indian Censor Board from 2004 to 2011.

In 2005, she was chosen as an UNICEF Goodwill Ambassador for UNICEF India. Over the last decade she has helped in spreading awareness about HIV/AIDS with key focus on children. She has also served as one of the International Competition's Jury Members at the 2009 Cannes Film Festival. In 2013, she was awarded the **Padma Bhushan** by the Government of India.

'Excellence in Cinema' celebrates the act or work in cinema. With an acting career that has spanned almost five decades, unforgettable roles that have endured and bring joy to audiences and a filmography that has every shade of storytelling in it, Sharmila Tagore will always be the leading lady of Indian Cinema.

Jio MAMI with Star VISION 2017

The Jio MAMI Mumbai Film Festival with Star 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.

Jio MAMI Film Festival

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 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."

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