



Mard Ko Dard Nahin Hota announced as the opening film for the Jio MAMI 20th Mumbai Film Festival with Star

After creating waves in Toronto, Mard Ko Dard Nahin Hota will have its Asia Premiere

Mumbai, 8th October 2018: After presenting a remarkable line-up of movies at the festival this year, the Jio MAMI 20th Mumbai Film Festival with Star has just taken it up a notch by announcing the opening film for the 20th edition of the festival.

Presented by RSVP, Mard Ko Dard Nahin Hota, which is written and directed by Vasan Bala and produced by Ronnie Screwvala will kickstart the festival this year. The film recently won the Grolsch People's Choice Midnight Madness Award at the acclaimed Toronto International Film Festival, an extremely prestigious win for any filmmaker.

An action comedy film about a young man born without pain receptors, it marks the debut of actress Bhagyashree's son Abhimanyu Dassani. It is an entertaining story of a man who feels no pain, on a mission to rid the world of muggers. The movie also stars Radhika Madan, Gulshan Devaiah and celebrated actor and director Mahesh Manjrekar.

Speaking on the success of their film, Director and Writer **Vasan Bala** said, "It's like homecoming for me. To not just be attending the Jio MAMI 20th Mumbai Film Festival with Star but opening it with a dream nurtured over years and brought to existence by Ronnie Screwvala's fearless and absolute backing. I am honoured and thrilled to be walking into the cinema hall, with the team of Mard Ko Dard Nahi Hota and sharing the film for the first time on my home ground."

Ronnie Screwvala said, "After winning the Midnight Madness section at TIFF, Mard Ko Dard Nahin Hota is now the opening film at the prestigious Jio MAMI 20th Mumbai Film Festival with Star in India. We at RSVP are very proud of all the accolades this genre defining film is garnering."

Smriti Kiran, Creative Director, MAMI Mumbai Film Festival said, "We are thrilled that Vasan Bala's film is Opening MAMI in its 20th year. We have always had immense faith in his talent. An Indian filmmaker with a singularly distinct voice will screen his work for the first time in Asia at Jio MAMI with Star. We couldn't have asked for a better start to this year's edition."

The 20th edition of the Jio MAMI Mumbai Film Festival with Star will take place between the 25th October to 1st November, 2018. **Registrations are open** to the 7-day movie festival. You can register at <http://www.bookmy.show/mami>

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 film industry and the country can be proud of. MAMI is a change-agent emboldening theater, audiences and the industry in India to embrace the new, independent and the best of cinema that deserves to be discovered. 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 reflection 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,

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.

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For further details, please contact:

Sanchita Bagchi | +91 8291363123 | Sanchita.Bagchi@edelman.com

Erica D'souza | +91 97692 74053 | Erica.Dsouza@edelman.com