



Authors, filmmakers converge at the ‘Word to Screen Market’ of Jio MAMI 20th Mumbai Film Festival with Star; over 200 books were up for optioning

~ Sonam K Ahuja - the festival champion addressed guests at the closing day of the Word to Screen market ~

~ ‘Word to Screen Market’ is a pioneering platform that engages the literary world directly with visual content creators ~

Mumbai, 31st August 2018: Jio MAMI Mumbai Film Festival with Star successfully hosted the third edition of its ‘**Word to Screen Market**’. Held over two days at JW Marriott Juhu in Mumbai, the event witnessed many firsts compared to the previous two editions. Over 200 books across six languages – English, Assamese, Bengali, Hindi, Tamil and Malayalam were optioned by authors and publishers to directors and production houses.

What could be deemed as a commendable milestone, to accommodate the large volume of books, the market took place over two days, unlike the previous years when it was held just for a day. ‘**Authors Corner**’ was another new addition to the market, this year. This session saw a curated mix of seasoned and breakthrough Indian authors speak about the stories they have penned, which they feel would travel to screen seamlessly.

On the first day, authors M. Mukundan and Anita Nair conducted the opening session. This was followed by various networking sessions with stalwarts from the film and digital world. Director Kabir Khan along with representatives from reputed production houses such as: Dharma Productions, Yash Raj Films, Sony Pictures Network India, Fox Star Studios, Greenlight Productions, Yoodlee Films, Netflix India, Hotstar and Amazon Prime Video, among many others converged for the same.

The second day opened with a keynote address from festival champion - Sonam K Ahuja, who spoke about the Word to Screen Market and her passion for good stories that deserve to be adapted on-screen. She also hosted a fun tête-à-tête with eminent authors from the ‘**Authors Corner**,’ which included: M. Mukundan, Anita Nair, Jerry Pinto, Namita Devidayal, Saikat Majumdar, Amrita Narayanan, Amrita Mahale and Nikhil Pradhan, among others. Also lending his support to the market, were filmmakers Anurag Kashyap, Siddharth P Malhotra, Ram Madhvani, Alankrita Shrivastava and Vikramaditya Motwane who met with some of the literary greats, present at the event.

A total of 27 publishing houses from across India such as Harper Collins, Duckbill, Penguin Random House, Juggernaut Books, Rajkamal Prakashan to name a few, were a part of this two-day market.



Smriti Kiran, Creative Director – Jio MAMI with Star India, stated, *“At the Word to Screen Market our primary aim is to find good stories. These stories do not necessarily have to be woke but it would be nice if they are mindful. The paramount criterion is a powerful narrative. We are humbled and delighted with the overwhelming response that the market has received this year; its growth has been tremendous. Over 200 books across six languages have been pitched to directors and production houses, makes the market a unique platform to facilitate the best content for filmmaking in the country but above all this market has fueled and propelled conversations which is what we wanted and now we leave them to create magic.”*

Sonam K Ahuja, Festival Champion said, *“I am excited to be here. Books are my first love and films my job. The platform keeps growing each year since inception and as an actor its always very difficult to find good stories to tell through your craft. I hope through the ‘Word to Screen Market’ there will be more relevant films being made with better content. It’s a great movement that has started and I hope to be associated with it year after year.”*

An industry-first initiative, the ‘Word to Screen Market’ is conceptualized and creatively helmed by Kiran Rao, Anupama Chopra and Smriti Kiran. The coveted booklists at the market are curated by Publisher Arpita Das along with a robust selection committee that comprises some of the best names from the literature and film worlds.

For more information. on this please log on to <https://www.mumbaifilmfestival.com/>

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 programme,*

visit:

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२ | FILM FESTIVAL



information and to sign up for the

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).

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