



18th | MUMBAI
FILM FESTIVAL



FOR IMMEDIATE RELEASE

**Director Vasan Bala, Actor Farhan Akhtar,
Writer Varun Grover, Cinematographer
Avinash Arun & Editor Nitin Baid come
together to give Jio MAMI with Star, in its
18th year, a unique Campaign Film that
focuses on the film lover**

Mumbai, August 19, 2016 – The Jio MAMI 18th Mumbai Film Festival with Star celebrates the film lover this year in a special film that declares the registrations to the festival OPEN! Capturing the multitude of emotions that people feel while watching movies, this film plays out like a love letter of sorts to film lovers.

In keeping with the theme of the film, it has been put together by film lovers, fanatic Mumbai Film Festival goers and now the breakout talent in the industry. Directed and conceptualised by Vasan Bala (known for *The Lunchbox* (2013), *Bombay Velvet* (2015) and *Dev D* (2009)), Bala made his debut with *Peddlers* which was selected in competition at the Critics Week at Cannes Film Festival in 2012 and won him rave reviews. Most recently, he wrote *Raman Raghav 2.0* along with

Anurag Kayshap), shot by Avinash Arun (Drishyam, Madaari, Masaan), Edited by Nitin Baid (Masaan and Waiting), written by Varun Grover (Masaan, NH10, Zubaan). What makes this campaign film even more special is the voiceover provided by actor-director Farhan Akhtar.

Director Vasan Bala says, "Film Lover first" (real cast, real emotions, real film) - Be it a Herzog audience or an Innaritu audience or a Manmohan Desai audience, the viewer watches and immerses herself or himself in a way which is very intimate and unique to that viewer. The idea was to just maybe capture a glimpse of that with no judgement or manipulation. Also even people who create are Film Lovers First and will probably remain that forever."

The campaign film features die hard film buffs, as the stars of the movie and were filmed watching various film clips with their emotions and reactions being caught LIVE and unfiltered. The Jio MAMI 18th Mumbai Film Festival with Star Campaign film will be released across multiple platforms and will be screened in PVR Cinemas across the country.

Anupama Chopra, Festival Director, MAMI, said, "It's such an honour to have one of India's most talented filmmakers, Vasan Bala and his team create a film for MAMI. We are grateful for his generosity and support. And a big shout-out to the film buffs who made the film what it is-a tribute to our common passion-cinema."

Cinematographer Avinash Arun says, "This was a refreshing campaign where we turned the camera onto film lovers and let them tell the story. It's fantastic to see a glimpse of that on the silver screen through the audience reaction. We kept it simple."

Smriti Kiran, Creative Director, MAMI, said, "I wept when I saw the first cut. The film touches you because there is an instant connect. It is about you and everyone else who loves cinema. This one is even more special because it is made by this insanely talented intrepid gang of film geeks who are slowly and silently changing the game in the industry: Director Vasan Bala, Writer Varun Grover, Director & Cinematographer Avinash Arun and Editor Nitin Baid. Farhan Akhtar agreed to do the voice over in a nano second. Just goes to show the incredible passion that is felt for the festival. No words can express the gratitude we feel for this overwhelming unselfish support."

Scriptwriter Varun Grover says, "No film is complete without viewers finally watching it. The campaign 'Film Lovers First' aims to bring the most essential part of a film - its viewer - in the limelight and celebrate the human emotions this relationship facilitates... MAMI is our annual adda of film lovers - in fact the only 'festival' that I celebrate and wait for."

Editor Nitin Baid adds, "Watching films is an extremely intimate and personal experience for me. Some films give you the best sleep ever and some mingle with your emotions but each time there's a tiny moment that's personal to you only."

Take a look here: Link to the campaign film.

<https://www.youtube.com/watch?v=evirID65gng&feature=youtu.be>

The Jio MAMI 18th Mumbai Film Festival with Star will be held in Mumbai from October 20th- 27th, 2016. The film screenings will take place at PVR Versova, PVR Citi Mall, Andheri, PVR Market City, Kurla, PVR, Mulund, PVR LP, Phoenix Mills, Le Reve (Globus), Bandra and Regal – Colaba.

To register for the festival, viewers can register online at www.bookmyshow.com/MAMI Or at registration counters at the festival venues listed above.

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 Jio 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 organize an annual International Film Festival which the film industry and the country could be proud of. MAMI has been organizing 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 who 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 organised by practicing film makers."

For more information on Jio MAMI Mumbai Film Festival; do visit our MAMI Website, Twitter handle, Facebook Page, Instagram and YouTube as follows:

Website: www.mumbaifilmfestival.com

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