

Kamal Hassan to inaugurate India Pavilion at Cannes Film Festival, France

Leading lights of Indian cinema to participate

New Delhi, 12 May, 2014: FICCI is coordinating with the Ministry of Information & Broadcasting, Govt. of India this year, for the India Pavilion (112 Village International Riviera) at the 67th Cannes Film Festival, starting from 14th May 2014. This will be a path-breaking India pavilion with the legendary Dr. Kamal Haasan, producer, director, actor and Chairman, FICCI Media and Entertainment Business Conclave inaugurating the pavilion along with luminaries such as HE Arun K Singh, Indian Ambassador to France; Shri Bimal Julka, Secretary, Ministry of Information & Broadcasting, Govt. of India and Mr Jerome Paillard, Director, Marche du Film (the Cannes Film Market). Also accompanying them will be Mr. Uday Chopra in a rare public appearance, who heads YRF, the international arm of Indian production powerhouse Yash Raj Films. Mr. Uday's presence at Cannes is a matter of pride for Indian cinema – YRF is one of the producers of the festival's opening film, Olivier Dahan's *Grace of Monaco*. There will be a discussion and felicitation of *Titli*, India's official selection at the festival (Un Certain Regard section) along with the cast and crew including director Mr Kanu Behl.

The India Pavilion will be showcasing Indian cinema across linguistic, cultural and regional diversity, with the aim of forging an increasing number of international partnerships in the realms of distribution, production, filming in India, script development and technology, and promoting film sales and syndication. In particular, the area of focus at this year's Cannes Film Festival is establishing India as a global film shooting destination and highlighting initiatives such as Single Window Clearance and co-production agreements with various countries that will enable this.

The Ministry of Information and Broadcasting has carefully planned and ensured that this year the space available for Indian delegates is probably the biggest in the Cannes village with (126 sq metres). To ensure optimum utilization of this coveted space, the Ministry and FICCI have worked hard to make a schedule of pre-structured B2B meetings for delegates.

For the first time, the Ministry has released the "India Film Guide for Cannes" which has exhaustive descriptions of the policy initiatives of the ministry, its affiliated bodies; details of all India's co-production agreements; all Indian films at Cannes and all visiting India delegates; key databases pertaining to the sector and the winners of this year's national awards.

FICCI, in association with the Ministry of Information & Broadcasting, will be organizing interactive sessions with Indian and international film industry stakeholders at the India Pavilion. Speakers at these sessions will include Mr. Dave Gibson, CEO, New Zealand Film Commission; Ms. Carolle Brabant, CEO, Telefilm Canada; Mr. Cameron Bailey, Artistic Director, Toronto Film Festival; Mr. Marit van den Elshout, Manager, Cinemart, Rotterdam International Film Festival; Ms. Cindy Shyu, CEO Lighthouse Productions, China; Mr. John Penotti, Ivanhoe Productions, USA; Mr. Colin Burrows, CEO, Special Treats Productions; and crew members from *Grace of Monaco*, the opening film at the festival, and the first international venture from YRF Entertainment, the Hollywood arm of Yash Raj Films.

The India Pavilion will also be showcasing trailers of recent Indian films and displaying brochures and other literature of Indian film companies. FICCI will be facilitating structured B2B meetings between Indian and international delegates at the festival, and coordinating for exclusive networking events. Alongside, the 'India Film Guide', which will list all film related initiatives undertaken by the Government of India and information about all Indian films and delegates at Cannes this year, will be distributed to key international stakeholders.

India will be represented at Cannes by senior Government of India officials including Mr Bimal Julka, I&B Secretary as well as industry stakeholders such as Mr Uday Chopra, Actor, Producer and Director; Mr. Dibakar Banerjee, Filmmaker; Mr. Bobby Bedi, Producer and Filmmaker; Mr. Ravi Kottarakara, President, Film Federation of India; Mr. Supran Sen, Secretary General, FFI; Mr. Kulmeet Makkar, CEO, Film & Television Producers Guild of India; and many others. As well, India Pavilion will see the presence of Indian filmmakers whose films have been selected at Cannes this year – filmmakers Mr. Kanu Behl and Ms Gitanjali Rao – and other industry veterans and stars.

"We are honored and privileged to be working with and on behalf of the Ministry of Information & Broadcasting at the prestigious 67th Cannes Film Festival," said Dr A. Didar Singh, Secretary General, FICCI. 'It is the next step in FICCI's continual efforts to bring Indian entertainment to the global forefront.'

The Federation of Indian Chambers of Commerce and Industry (FICCI), the largest and oldest apex business chamber in India, has been cheer leading and supporting the cause of the Indian media and entertainment industry for over a decade. Ever since the accordance of "industry status" to our films in 2002 by the government which was largely due to the concerted lobbying efforts made by FICCI, the cinema sector holds special place for FICCI and as an industry body it has worked tirelessly on policy issues, being an agent of change for both the government and the industry.

FICCI MEDIA DIVISION