

India Pavilion at Cannes 2014 to showcase the world of Indian cinema in its centenary year

Cannes, 13 May, 2014: India at Cannes 2014 is set to showcase the world of Indian cinema as it celebrates a 100 years of its journey that has held generations in thrall.

India's participation at the Cannes Film Festival this year takes the form of the India Pavilion (112 Village International Riviera) at the Marche du Film - the Cannes Film Market - a 126 sq.m. pavilion with a terrace overlooking the Mediterranean Sea.

Spearheaded by the Ministry of Information & Broadcasting, Government of India, the regulatory body for the Indian film sector and coordinated and managed on the ministry's behalf by the Federation of Indian Chambers of Commerce and Industry (FICCI), India's oldest and largest apex business chamber, the activities at the India Pavilion will be kicked off on May 15 by luminaries such as **Mr. Arun K. Singh**, India's Ambassador to France; **Mr. Bimal Julka**, Secretary, Ministry of Information & Broadcasting, Government of India; **Dr. Kamal Haasan**, actor, screenwriter, director, producer, and Chairman, FICCI Media and Entertainment Committee - South; **Mr. Ramesh Sippy**, renowned director and producer and Co-Chair, FICCI Media and Entertainment Committee; **Dr. A Didar Singh**, Secretary General, FICCI; **Mr. Uday Chopra**, actor, producer, and CEO, YRF Entertainment; **Mr. Jerome Paillard**, Executive Director, Marche du Film Festival de Cannes; and actors **Ms. Mallika Sherawat** and **Mr. Ranvir Shorey**.

The inaugural addresses will be followed by a discussion on **'The Making of Grace of Monaco'**, the inaugural film of the 2014 Cannes Film Festival, with members behind the scenes of the film in attendance. The interactive session, anchored by veteran journalist **Mr. Patrick Frater**, Asia Bureau Chief of Variety, will witness a discussion amongst key personnel from YRF Entertainment - the Hollywood arm of the Bollywood powerhouse Yash Raj Films, and one of the producers of 'The Grace of Monaco', and the writer of the film. The audiences will be treated to a lively tete-a-tete between CEO of YRF Entertainment Mr. Uday Chopra; **Mr. Jonathan Reiman**, Head of Development and Production at YRF Entertainment and an Executive Producer on the film; and British-Iranian writer **Mr. Arash Amel**.

The inaugural ceremony will also see the launch of the Ministry of Information & Broadcasting's **'India Film Guide'** for Cannes. To be displayed and distributed at the India Pavilion throughout the festival, this one-of-a-kind handbook has exhaustive description of the policy initiatives of the ministry and its affiliated bodies; details of India's co-production agreements with other countries; information about Indian films at Cannes and visiting Indian delegates; key databases and facts and figures pertaining to the Indian film sector; details of winners of this year's Indian National Film Awards, and other recent Indian films.

The afternoon will see a very special session on **'Titli'**, India's official entry to Cannes in the 'Un Certain Regard' section. Titled **'The Journey to Cannes'**, this session from will feature **Mr. Kanu Behl**, the director of 'Titli'; **Mr. Avtar Panesar**, Vice President, International Operations, Yash Raj Films; **Ms. Guneet Monga**, Founder, Sikhya Entertainment, and CEO, Anurag Kashyap Films Pvt. Ltd; and **Mr. Ranvir Shorey**, one of the stars of Titli.

The evening function will felicitate the men behind the making of 'Titli' and welcome the world film community to the India Pavilion at a networking reception hosted by the Ministry of Information & Broadcasting.

FICCI MEDIA DIVISION