

Rajyavardhan Singh Rathore to inaugurate India Pavilion at Cannes Film Festival *Indian films 'Chauthi Koot' and 'Masaan' are chosen under the 'Un Certain Regard' category at Cannes*

New Delhi, May 13 2015: FICCI is coordinating the India Pavilion at Cannes Film Festival with the Ministry of Information and Broadcasting for the second consecutive year. The India pavilion at 111 Village International Riviera (Cannes, France) would be inaugurated by **Shri Rajyavardhan Singh Rathore, Minister of State for Information and Broadcasting**, Government of India on May 14th, 2015. Eminent people including HE Mohan Kumar, Ambassador of India to France, Mr. Jerome Paillard, Director, Marche Du Film, Mr. Rakeysh Om Prakash Mehra and Mr. Bobby Bedi – renowned film makers from India will also be present at official opening of the pavilion.

FICCI is confident of replicating the grand success of last year at Cannes.

The India pavilion will be showcasing Indian cinema's linguistic, cultural and regional diversity by showcasing trailers, displaying literature and brochures on varied aspects. The primary focus would of course be boosting co production opportunities with countries India has signed treaty with, attracting international studios to shoot in the country and exploring new international partnerships in the realms of distribution, production, filming in India, script development and technology, and promoting film sales and syndication.

Also, the fourth edition of the 'Indian Film Guide' will be placed at the pavilion for the delegates. The 'Indian Film Guide' is a comprehensive booklet with information on policy initiatives by the government pertaining to film sector, the listing of Indian companies at Cannes Film Market, Indian Films at Cannes and contacts of important people in the business of film making.

Cannes Film Festival is among the most coveted film festivals in the world and the Marché du Film is one of the most important film markets in the industry. This is a great platform for the Indian film industry to showcase their creativity and an excellent opportunity to connect with professionals from the sector.

FICCI along with the Ministry will be holding sessions on the sidelines of the festival. The sessions would focus on important aspects like co production agreements, international distribution – challenges and way forward and how to make films reach out to worldwide audience amidst a wider range of issues faced by the sector.

The sessions would have speakers with wide ranging experience in their fields and the likes of – Mr. Frank Priot, COO, Film France; Ms. Shiela de La Varende, Director, International Promotion Telefilm Canada; Mr. David Shephard, Senior Inward Investment Manager, Film London; Mr. Pierre Emmanuel, Director (Finance and Legal)/Director (International Relations, CNC France; Mr. Marc Baschet, Producer, ASAP Films, Mr. Anupam Sharma, Head of Australia India Film Fund; Mr. Colin Burrows, CEO, Special Treats, Ms. Nandita Das, Film maker; Mr. Rishi Mehta, Film maker; Mr. Kamal Gianchandani, PVR, Distribution; Ms. Charlotte Mickie, Distributer-Mongrel Media; Ms Eve Schoukroun, Westend Films, Mr. William Pfeiffer, CEO, Dragongate; Mr. Adrian Wooton, CEO, Film London, Mr. Rohit Khattar, Founder, Cinestaan.

Also, it is a matter of great pride that two Indian films 'Chauthi Koot' and 'Masaan' have been chosen under the 'UnCertain Regard' category at Cannes. A session on journey to Cannes of the film "Chauthi Koot" will take place on the first day. A post screening reception for the film 'Chauthi Koot' has been organized as well.

FICCI being the voice of Indian industry has been working closely with the Ministry of Information and Broadcasting

to make sure that Media and Entertainment sector gets the much required thrust. The Government is proactively supporting the sector and has even listed it among the 25 focus sectors under the 'Make in India' campaign. Today the country has one of the most liberalized FDI regimes in the world. India has tremendous potential to attract investments in film and digital media space. The Ministry is working tirelessly to iron out the concern areas and is looking at soon establishing a single window clearance mechanism.

The Cannes Film Festival has just turned 65 and one of the most prestigious international film festivals of the world. The Festival is a big board for new and original film concepts, celebrating cinema at an international level. Over the years, it has evolved greatly, and bringing together of professionals and journalists from around the world, contributing to the creation and distribution of films.

FICCI MEDIA DIVISION