

# AN AUSTRALIAN FILM INITIATIVE



FOR IMMEDIATE RELEASE  
New Delhi - India

15<sup>th</sup> December 2012

**The second Australian Film Festival of India closes the three city first leg tomorrow in New Delhi with the screening of “Yes Madam, Sir”, the only documentary on India’s first female IPS officer and anti corruption activist Dr. Kiran Bedi, who will be present for Q & A after the screening.**


The festival will also feature a screening of the horror film Muirehouse with the Director **TANZEAL RAHIM** joining from Sydney and presenting his film. Talking to the media from Siri Fort Auditorium where the festival is being held **Tanzeal** said. "I'm very honoured to be presenting the Australian Horror film Muirhouse at the AFFI in Delhi. This festival is tremendously important in introducing Australian Independent Cinema to a world-wide audience, particularly in India, that we've never really had the chance to meet before. I'm so eager to see how Indian audiences react to our film."

The second Australian Film Festival kicked off in Dehradun on 3<sup>rd</sup> December, followed by Mumbai and now Delhi. It will then start a multi city tour with Federation of Film Societies of India. The Festival features a Baz Luhrmann retrospective, new Australian features, documentaries, and **BOLLYWOOD STAR**, Australia’s first reality show about Bollywood.

Commenting on the journey so far the Festival Directors **Anupam Sharma** and **Peter Castaldi** said, *“Our team is tired yet enthused with the support and welcome we have received from Chief Ministers of two states in Australia and India, to **Dr. Kiran Bedi**; From our Sponsors and Media Partners, to the patrons who are registering on website and attending sessions. We feel we have succeeded even if one Indian gets to know about the real beautiful Australia through Aussie cinema, here we have had thousands of audience and extensive media coverage. ”*

This is the first time that AFFI showcased Aussie cinematic culture in Dehradun, where the **Chief Minister Hon. Mr. BAHUGUNA** personally attended the festival and media declared the first AFFI a “big success”. Earlier **NSW Premier Hon. Barry O’Farrell** had announced the festival

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program to a packed media gathering in Mumbai. This level of high end government support is rare for an Australian film festival in India.

Festival Advisor **SATISH SHARMA** said "I commend AFFI team for starting the festival from the prestigious town of Dehradun as majority of Indians living outside the metropolitan cities are hungry for Australian cinema and knowing more about Australian way of life. Packed halls and repeat screenings of programs like Bollywood Star proved this."

AFFI is also successfully utilising the power of the web in India where half the population of 1.2 billion is under the age of 25, with thousands registering and following festival social media.

The Festival patron **Mr. KIRAN SHANTARAM** who as a president of Federation of Film Societies of India will send parts of the festival to more than 17 cities across India said. *"An initiative of this scale showcasing contemporary Australian cinema and engaging with the Indian audience will go a long way in opening up collaborative opportunities for both countries."*

**For further information and festival details including background, session times, online registration and interviews with leading Australians talking about Australia India Film links, log on [www.aafilinitiative.org](http://www.aafilinitiative.org)**


Destination NSW as a Strategic Partner along with the Australia India Council, University of NSW, Screen NSW and Screen Australia have supported the festival from Australia.

**Media Queries: [aafionline@gmail.com](mailto:aafionline@gmail.com)**

**AFFI Festival Coordinator Karan Mandhian : 9717501420 (Delhi Mobile)**

**Festival Director Anupam Sharma, Director Tanzeal Rahim, and Advisor Satish Sharma are available for interviews.**

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