

**AN AUSTRALIAN
FILM INITIATIVE**



FOR IMMEDIATE RELEASE 4th December 2012

Dehradun - India:

India's ZEE News and its channels in different languages on web & TV tie up with An Australian Film Initiative to promote the 2nd Australian Film Festival of India (AFFI) which kicks off on 3rd December 2012 in the picturesque town of Dehradun.

Zee News along with India.com claim a traffic of 25 million hits on their group website. The festival will be promoted by Zee Marketing and screened in three cities followed by a 17 city tour through the Federation of Film Societies of India and via their Patron Mr. Kiran Shantaram.

Rohit Kumar – Head of Marketing at Zee News said “ Zee News has always been on the forefront to celebrate meaningful and responsible cinema. We welcome Australian Film Initiative to India and wish them all the best’

Commenting from the Sydney office of An Australian Film Initiative **PETER CASTALDI**, the Festival's Founding Director said, “Federation of Film Societies of India taking our Australian films to various cities across India is exactly the exposure Aussie cinema needs in India, a film market Australia has yet to tap, we are humbled by the huge response”

Amara Ujala, a major Hindi language newspaper is also supporting the festival, taking information about Australian cinema and film culture to a loyal following in North India.

Speaking at the end of *Film Bazaar* in Goa, AFFI Founding Director **ANUPAM SHARMA** said, “The last minute swell of support from India and Australia is so encouraging for all the team working hard with huge ambitions to develop a better understanding of Australian cinema in India and develop stronger links between the two film cultures. The number of people being exposed to information about Australian film culture is mind boggling” Anupam was a part of one of the biggest Australian delegations sent to the prestigious *Film Bazaar* and *International Film Festival of India* led by Screen Australia and SPAA.

Follow us on  Follow us on 

An Australian Film Initiative

FSA # 81 FOX STUDIOS Driver Ave. Moore Park 2021 NSW Sydney-AUSTRALIA

Phone: 61 2 9383 4160 Fax: 61 2 9357 4510

Web: www.aafilminitiative.org Email: contact.aafi@gmail.com

AN AUSTRALIAN FILM INITIATIVE



AFFI is also fully utilising the power of the web in India where half the population of 1.2 billion is under the age of 25. It is using online registration, as well as social media platforms Facebook and Twitter to increase awareness and interest in the festival.

The Festival now also has appointed Mr. KiranShantaram as its Patron in India. *"The Australian Film Festival of India is a wonderful platform for Indo-Australian cinematic exchanges. 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. It's a pleasure to be associated with an annual event of this calibre growing in footprint each year."* Commented Mr. Shantaram.

The festival program has been finalised and includes a retrospective of Baz Luhrman films as well as the first ever documentary on anti-corruption activist, first female IPS officer and revered figure Dr. Kiran Bedi. She will present the documentary "Yes Madam Sir" personally at the screenings.

For further information and festival details including background, session times, online registration and interviews with leading Australians talking about Australia India Film links, can be seen on www.aafilminitiative.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. Sydney City has also supported the publication related to the festival.

Follow us on  Follow us on 

An Australian Film Initiative

FSA # 81 FOX STUDIOS Driver Ave. Moore Park 2021 NSW Sydney-AUSTRALIA

Phone: 61 2 9383 4160 Fax: 61 2 9357 4510

Web: www.aafilminitiative.org Email: contact.aafi@gmail.com