



## **IMDb brings its portrait studio for the first time in India at Jio MAMI Mumbai Film Festival**

*IMDb to set up its portrait studio in India for the first time and sponsor the Audience Choice Award to honor the most popular title*

### **Mumbai, India, October 5 2023:**

*Jio MAMI Mumbai Film Festival 2023 partners with IMDb to create an engaging festival experience for filmmakers and entertainment fans alike, in keeping with their mission to spotlight great cinema from around the globe. This marks the first-ever original photo and video studio by IMDb in India, expanding their on-the-ground presence at leading festivals around the world.*

*At the IMDb Portrait Studio, a photographer will capture exclusive images and original videos of the global talent attending the film festival. These unique captures will be exclusively featured across the IMDb site, apps, and social channels, along with Jio MAMI social media platforms and website.*

*Through such initiatives, IMDb remains committed to highlighting independent filmmakers to get hundreds of millions of entertainment fans to discover them and their work.*

IMDb will also sponsor the Audience Choice Award, honoring the most popular title at the festival, as determined by festival attendees. This speaks to IMDb's commitment towards showcasing storytellers and creating a more engaging experience at the festival.

Commenting on this, **Anupama Chopra, Festival Director, Jio MAMI** said, "IMDb is one of my favourite sources of cinema information. As a film journalist, I visit the site daily, so it feels wonderful to bring the IMDb portrait studio to India with its India debut showcase at the festival. It aligns with our mission to amplify the new and emerging cinematic voices from South Asia by enhancing their reach across prestigious global platforms. This year, our audience choice award is also powered by IMDb, showcasing our joint commitment to the role that audiences play in empowering filmmakers. We look forward to a great partnership."

*"We are thrilled to collaborate with the acclaimed MAMI Mumbai Film Festival to spotlight incredible projects from India and around the globe," said **Yaminie Patodia, Head of IMDb India**. "This year marks our first-ever exclusive portrait and video studio in India, expanding our on-the-ground presence at leading festivals. IMDb will also sponsor the Audience Choice Award, honoring the most popular title at the festival, as determined by festival attendees. Through these initiatives, we remain committed to showcasing storytellers and their creativity for our hundreds of millions of fans to discover."*



*Fans can explore IMDb original photography and other content in the [MAMI special section of IMDb](#) to learn more about the filmmakers and compelling films premiering at the festival.*

Jio MAMI Mumbai Film Festival is back with an on-ground edition after 3 years with a new vision to host the world's biggest and most prestigious **South Asian Film Festival**. The festival is focused on building an ecosystem for new cinematic voices, facilitating the exchange of ideas, collaborations, and business opportunities, while bringing the best of world cinema to Mumbai. Jio MAMI Mumbai Film Festival 2023 aims to be a melting pot of top cinematic talent from across the world.

Jio MAMI Mumbai Film Festival will take place from Friday, October 27 to Sunday, November 5, 2023, in Mumbai, India.

### **About Jio MAMI Mumbai Film Festival**

*Jio MAMI Mumbai Film Festival, organised by the Mumbai Academy of Moving Image (MAMI), has brought the best of contemporary world cinema and talent to the city of Mumbai since 1997. With its new expanded vision to spotlight South Asian and South Asian diaspora filmmakers, Jio MAMI becomes the hub for South Asia, discovering and connecting emerging talent to the worldwide festival ecosystem.*

*Along with celebrating cinematic excellence and bringing joy to our audiences, we aim to facilitate the exchange of ideas and provide easy access to information related to filmmaking, funding, film distribution, business opportunities, and strategic marketing support for films and filmmakers. The festival also conducts a robust Year Round Programme that acts as a hub for creators and cinephiles through screenings, networking opportunities, access to labs and workshops for skill development, masterclasses, and, very importantly, creating a community of cinema lovers.*

### **About IMDb & the IMDb studio**

*IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Products and services to help fans decide what to watch and where to watch it include: the IMDb website for [desktop](#) and [mobile devices](#); [apps](#) for iOS and Android; and X-Ray on Prime Video. IMDb also produces [IMDb original video series](#). For entertainment industry professionals, IMDb provides [IMDbPro](#) and [Box Office Mojo](#). IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at [developer.imdb.com](#). IMDb is an Amazon company. For more information, visit [imdb.com/press](#) and follow [@IMDb\\_in](#).*



***More on Jio MAMI Mumbai Film Festival***

**Website:** [www.mumbaifilmfestival.com](http://www.mumbaifilmfestival.com) | [www.fortheselectones.com](http://www.fortheselectones.com)

**IG, FB & YT:** @mumbaifilmfestival | **Twitter:** @MumbaiFilmFest

**Media Contact: Abhishek Kumar (Jio MAMI Mumbai Film Festival):** Handheld - +91-9967710732 |  
Email id - [abhishek.kumar@mumbaifilmfest.com](mailto:abhishek.kumar@mumbaifilmfest.com)

**Rhea Virmani (PR Pundit):** Handheld - +91-9920531262 | Email id – [rhea.v@prpundit.com](mailto:rhea.v@prpundit.com)

**Prathamesh Kulkarni (PR Pundit):** Handheld: +91 98709 67225 | Email id - [prathamesh.k@prpundit.com](mailto:prathamesh.k@prpundit.com)