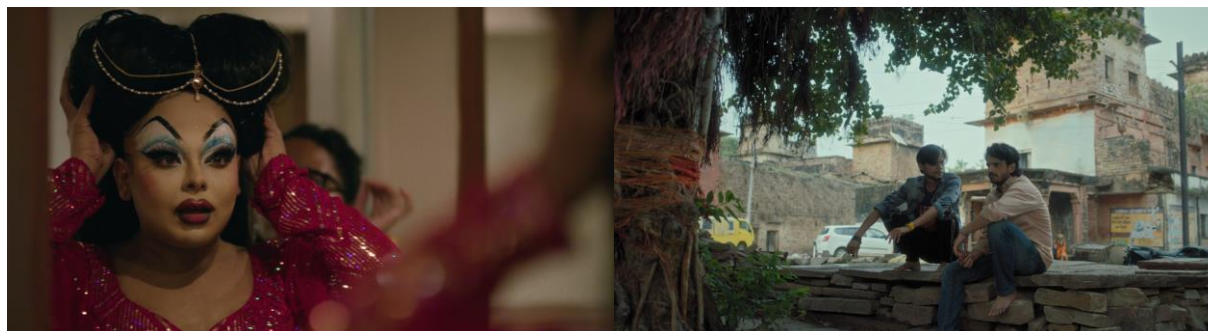




PLAY at Jio MAMI Mumbai Film Festival to premiere shows From Prime Video & Jio Studios



*Prime Video and Jio Studios will premiere their series *Rainbow Rishta* and *Hajamat* respectively at Jio MAMI and get the audiences to experience their series on a big screen for the first time*

National 19 October, 2023: Jio MAMI Mumbai Film Festival 2023 continues its section, PLAY, to offer streaming platforms and studios an opportunity to showcase their series to a festival audience on a big screen. Prime Video will premiere its series called *Rainbow Rishta*, featuring six fierce and fabulous real stories of love. *Rainbow Rishta* is a groundbreaking new docu-series that celebrates queer love in India! Enter the riveting worlds of the protagonists as they move mountains to make their seemingly impossible dreams come true.

The Jio Studios series *Hajamat* is a slice-of-life story about Parimal, the owner of Asha Gents Salon, who faces repeated humiliation from a local businessman over an unpaid loan. To help their mentor repay the loan, the salon's star hairstylist, Dabbu, and his loyal companion, Cutting Kumar, find innovative ways, including making viral videos of stylish haircuts and selling homemade beauty products created by Saloni, Parimal's daughter. Meanwhile, Dabbu's love for Saloni adds a complicated twist to the story, testing their bonds. *Hajamat* celebrates small-town India's entrepreneurial spirit, weaving together themes of family, friendship, love, and unwavering determination as Parimal's makeshift family tries to rescue their cherished salon.



Commenting on this, Deepti DCunha, Artistic Director, Jio MAMI Mumbai Film Festival, said, "As a festival, we are cognizant of the changing entertainment landscape, and we are happy to support and recognise new mediums and formats that are aimed at bringing stories that resonate with a generation that's grown up on the web."

The countdown to the 2023 Jio MAMI Mumbai Film Festival starts now! It is back with its 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.

More on Jio MAMI Mumbai Film Festival:

Website: www.mumbaifilmfestival.com

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