

Sobhita Dhulipala introduced one of the most anticipated films of the year, Sofia Coppola's Priscilla, at Jio MAMI special preview in association with MUBI and PVR INOX Pictures.

The special preview saw an overwhelming response from Mumbai audiences to the film PRISCILLA, a rare account of Priscilla Presley's long relationship and marriage with Elvis Presley, based on her memoir, Elvis and Me.



Mumbai, December 14, 2023: As a part of the Year Round Programme, Jio MAMI hosted the screening of one of the most talked-about films of the year, ***Priscilla***, ahead of its India release on December 15, 2023. The screening was done in association with MUBI and PVR INOX Pictures; who have partnered to release the film in cinemas across India.. The screening was attended by a host of talent from the film industry, including Sobhita Dhulipala, Sayani Gupta, Aditya Rawal, Amruta Subhash, Rajat Bharmecha, and many more.

Written, directed, and produced by Sofia Coppola, ***Priscilla*** is based on the 1985 memoir *Elvis & Me* by Priscilla Presley, which presents a sensitive and melancholic portrayal of her relationship with Elvis. The film slowly takes you inside their lives and features spectacular performances by its leading actors. **While introducing the film at the screening, Sobhita Dhulipala said, "Priscilla paints a sensitive, detailed, and visually stunning portrait of love and the coming of age of a young woman while taking a close look at fame and fantasy—and the blurred lines between illusion and reality."**

Sofhia Coppola is one of the most sensitive and exhilarating filmmakers of our times and her masterfully narrated drama *Lost in Translation* made her the third woman to be nominated for the Academy Award® for Best Director. Sofia Coppola's films are not just stories; they are invitations into her enigmatic mindspace - a world painted with delicate strokes of emotion and



visual splendor.

Jio MAMI Year Round Programme is a one-of-a-kind initiative that has two parts to it: one focused on aspiring and practising filmmakers, technicians, cinephiles, and new audiences who like to watch, discuss, and connect over films from across the world, designed to build cinema watching communities. The second one, YRPpro, is a skill development and upskilling programme for aspiring and practising filmmakers and technicians. The idea is to create an ecosystem that facilitates sharing, connecting, enhancing, and creating.

About Jio MAMI Year Round Programme & Jio MAMI Mumbai Film Festival :

Jio MAMI Year Round Programme (YRP) is a series of year-round activities that keep our members connected with all things cinema. The Jio MAMI Members, a huge community of cinephiles, aspiring and working filmmakers, technicians, and new audiences interested in films from around the world, can access the programme that is focused on building cinema-watching communities. We invite our members to watch, discuss, and connect over films from across the world and from the Jio MAMI archives. The Year Round Programme also brings in specially designed programmes throughout the year that are designed to enhance awareness and conversations around cinema from South Asia and across the world.

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 MUBI

MUBI is a global streaming service, production company and film distributor dedicated to elevating great cinema. MUBI creates, curates, acquires and champions visionary films, bringing them to



audiences all over the world. MUBI is a place to discover ambitious films, from both iconic directors and emerging auteurs. All carefully chosen by MUBI's curators. With MUBI GO, members in select countries can get a free ticket every week to see the best new films in cinemas. And Notebook explores all sides of cinema culture— both in print and online.

About PVR INOX Pictures

PVR INOX Pictures is the motion picture arm of PVR INOX Limited, the largest film exhibition company in India with 1709 screens across 358 properties in 113 cities in India and Sri Lanka.

PVRINOX Pictures is the largest independent distributor of foreign language films and a prolific distributor of Indian films, in India. Over 500+ Hollywood, 200+ Hindi and 100+ regional films across genres have been released under its banner since 2002.