

TE THE CULTURE CELEBRATE THE CULTURE CELEBRA

2ND EDITION **INDUCION INDUCION SEP 24-27, 2016**

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Indywood Film Carnival celebrates the very best that cinema has to offer. Hyderabad, the historic city and cultural hub of Southern India will roll out the red carpet for the second edition of Indywood Film Carnival from Sep 24 - 27, 2016. This ultimate film carnival of the world will attract over 2000 delegates and 20,000 footfalls from over 80 countries to Ramoji Film City, India - The World's Largest Film Studio and Co-host of the carnival.

The 4 day carnival, a colorful cultural statement of India is expected to trigger winds of change in the global film industry. This would be the first film carnival in the world to encompass various events like All Lights India International Film Festival, Indywood Film Market, Golden Frame Awards, International Film Business Awards, Panel Discussions, Seminars, Workshops and Interactive Sessions, Red Carpet, Talent Hunt & Talent Shows, Musical Nites, Master Classes, Theme Park, Product Launches & Brand Shows, General Body Meets of Associations, Celebrity Business Meets, Film Museum, Student Nite, Celebrity and Director's Meets, NRI & Investor's Meet, Festival Directors Meets etc.



<u>our 15 Path Breaking</u> Events

INDYWOOD FILM MARKET



OBJECTIVES

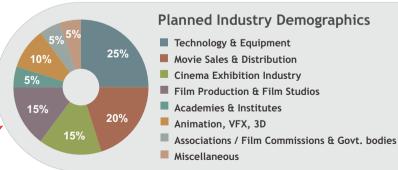
- To act as a gateway for international films to the biggest film nation in the world
- To make India, the No.1 in terms of box office & no. of screens
- To act as a business epicenter for Indian films to the international market
- To act as an integrating force for the diversified Indian film trade zones
- To promote India as a global film tourism destination

KEY ATTRACTIONS

- Technology Meets Investors' Meet
- Product Launches & Demonstration
- Film Sales / Buying Networking Sessions Panel Discussions
- Conferences Market Screenings

WHO ALL CAN PARTICIPATE

- Technology Makers Equipment Companies
- Distributors & Buyers
- Cinema Exhibition & Muliplexes
- Film Support / Services•Animation/VFX
- Production Companies
- Film Sales Agents
 Film Associations
- Film Commissions
- Film Making Schools•Film Makers & Film Producers



BEST OF THE FEST

INTERNATIONAL FILM BUSINESS AWARDS (INDIA & INTERNATIONAL)



These awards are instituted for trade & entrepreneurial excellence in global and Indian film industry.

GOLDEN FRAME AWARDS

These awards are presented to the best films shown at All Lights India International Film Festival. Golden Frame AWARDS 2016



LIFETIME & HONORARY AWARDS

This concept of film awards are aimed to honour legends of the industry for their contribution to the movie fraternity.

SPECIAL RECOGNITION AWARDS

There will be a Special Recognition award for the outstanding film making depending on Jury decision



NETPAC AWARD FOR BEST ASIAN CINEMA



Having been a pioneering arbiter of taste and quality for Asian films for 20 years, NETPAC - Network for the Promotion of Asian Cinema, a Pan Asian film cultural organization has instituted one award for the Best Asian Feature Film showcasing at Film Festival



There will be outstanding film

WHERE THOUGHTS ARE BORN

ALL LIGHTS INDIA International film festival

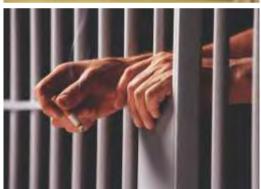


200 FILMS 80 COUNTRIES 4 DAYS 1FESTIVAL Promises a rich visual treat for the film lovers from all over the world. The festival offers a bouquet of films that caters to varied and variant tastes, celebrating the cinematic image which is itself an ensemble of multiplicity. The festival is not just an eclectic gathering of cinephiles, but a cultural statement of what the nation and its people seek to highlight.

PROGRAMLAYOUT	OUT OF COMPETITION SECTION				
TROOMAMERIOOT	Animation Movies				
COMPETITION SECTION	Retrospectives				
Feature Films	Country Focus				
Debut Filmmakers' Films	CSR Movies-Environmental/Sustainability Films				
Short films	Special Screenings				
Indywood Panorama	Cinema for Children				
Student Short Films	Musical Movies				
Documentaries	Infotainment films				
Ad Films Competition	Oscar Selected Movies				









CONFERENCE, PANEL DISCUSSIONS WORK SHOPS, PROJECT PITCHES & SEMINARS



INDYWOOD INTERACTIONS

Indywood Interactions 2016 is one of the major attractions of the Film Carnival. It is a perfect platform to bring together prominent film industry professionals to discuss not just film business but also includes interactive gatherings from the global film industry. Top notch directors, distributors, sales agents, writers, actors, technicians, critics are all brought under one roof where different aspects and dimensions of film making are discussed.

An array of sessions that include panel discussions with the leading industry experts, conferences and seminars by top notch industry specialists and Master classes led by the connoisseurs have been designed for Interactions 2016. Aimed at bringing the who's who of the global film industry, these sessions gives the listeners an understanding, insight and a comprehensive rare opportunity to hear from the experts.

There will also be separate project and script pitching sessions, to ensure great ideas meet their prospective investors

MEET THE NEXT GENERATION STARS





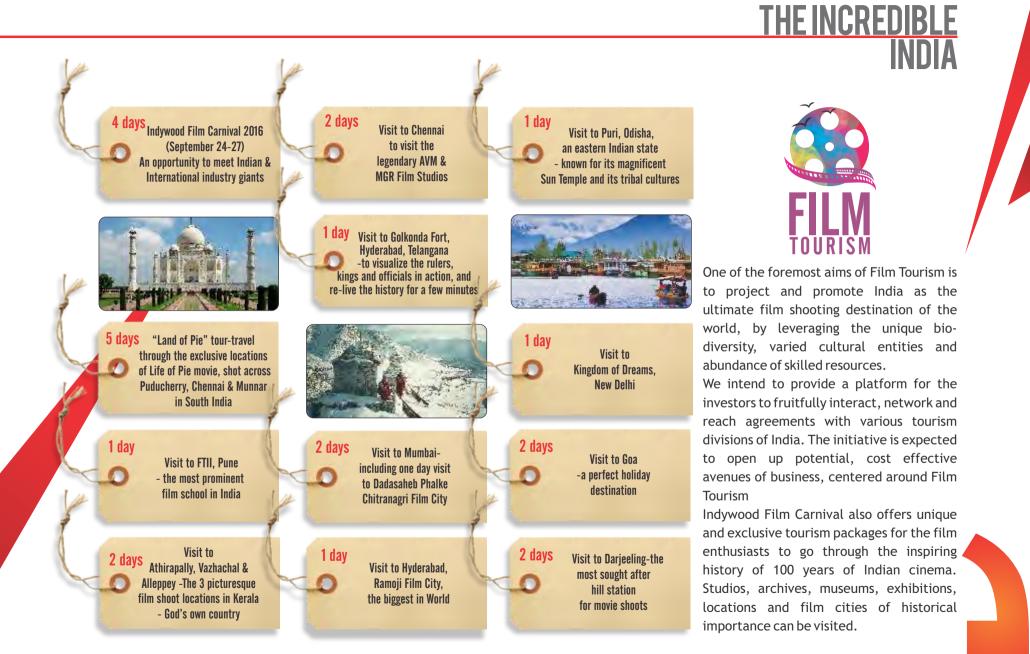
Next generation film industry talents are searched at international students level, identified and awarded at the carnival. Talent hunt also aims to launch international coproduction projects in India using Indian talents.

WHY INDYWOOD TALENT HUNT?

- Best chance to kick start your career in the film industry
- First ever global event to showcase your unique talent to the world
- The incredible stepping stone to stardom
- Unbelievable opportunity to personally meet the most eminent personalities in the international film fraternity
- Awesome platform where we make it possible for your dreams to come true Indywood Talent Hunt serves as a wonderful platform for talents which otherwise would not have a chance to showcase themselves. This is a 'NOW OR NEVER' opportunity for you to showcase your incredible talents to the world and realizing your dreams

CATEGORIES

- ANIMATION CHARACTER DESIGN
- MUSIC DIRECTION
- INSTRUMENTAL MUSIC
- LYRICS COMPETITION
- SCRIPT WRITING
- SHORT FILM MAKING
- ART DIRECTION/PRODUCTION DESIGN
- STILL PHOTOGRAPHY
- **POSTER DESIGN**
- FASHION SHOW
- ACTING



OTHER Event Attractions

From scouting for the right talent, managing production costs to searching for the right distributor, investing in film industry is a risky affair. With unpredictable returns and a highly volatile market it is important to have the right contacts with the right people in the industry. Opening up new avenues for investments, Indywood Film Carnival would offer an array of investment opportunities for filmmakers to know more about our ever dynamic industry. The film carnival will provide you a rare and once in a lifetime networking opportunity to interact with the industry honchos and discuss investment options, pitch and discuss more about your films and indulge in interesting and exciting events. Besides networking opportunities, Indywood has set up the stage for some riveting celebrity sport events, engrossing adventure trips, challenging games and fun filled recreational activities which will help you connect and further strengthen your bonds in the industry.







FILM BUSINESS QUIZ CELEBRITY SPORTS PRODUCT & PROJECT LAUNCHES INVESTORS MEET MEDIA INTERACTIONS



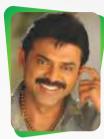
BRAND AMBASSADORS





Kamal Hassan Tamil Film Industry

Mohanlal Malayalam Film Industry



Venkatesh Telugu Film Industry



Prosenjit Chatterjee Bengali Film Industry



Subodh Bhave Marathi Film Industry



Kiccha Sudeep Kannada Film Industry



Ravi Kishan Bhojpuri Film Industry



Ashish Vidyarthi Short Films



Dileep Film Tourism

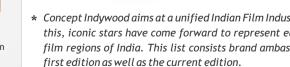


Kalki Koechlin Manju Warrier Cinema for Women Cinema for Care (Films on Disability)



Nikki Galrani Cinema for Children





* Concept Indywood aims at a unified Indian Film Industry. To achieve this, iconic stars have come forward to represent each prominent film regions of India. This list consists brand ambassadors of both



BRAND PARTNERS



BRAND PARTNERS





<u>CORE TEAM</u> 2016





Shyam Kurup Film Market Director shyam.kurup@indywood.co.in

EXHIBITION ENQUIRIES

Abin Antony Project Manager-Film Market abin.antony@indywood.co.in

CONFERENCE ENQUIRIES

Kavitha S Conference Incharge kavitha.shyam@indywood.co.in

DELEGATE ENQUIRIES

Basil Jose Project In Charge delegates@indywood.co.in

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Anson I J Sales Head anson.josichan@indywood.co.in



Hon. Chief Minister Telangana Shri, K Chandrasekhar Rao Chief Patron

President

IMPPA



Sohan Rov Founder Director sohan.rov@indvwood.co.in

INDUSTRY PILLARS



Supran Sen Secretary General Film Federation Of India

Lakshmi Atul

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T.P. Aggarwal Rajeev Jalnapurkar CEO Ramoji Film City

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AIFEC

Arun M Sugathan COO - Film Carnival arun.sugathan@indywood.co.in





FILM FESTIVAL



I.V. Sasi Festival Director iv.sasi@indywood.co.in



Nisha Joseph Chief Organizer nisha.ioseph@indvwood.co.in

SUBMISSION ENQUIRIES Vyshak P Festival Co-ordinartor submissions@indywood.co.in

Harikumar Head-Syndication hari.kumar@indywood.co.in

Rammohan Head-Strategy projects@indywood.co.in

MEDIA & ENQUIRIES pr@indywood.co.in

ALL LIGHTS FILM SOCIETY

All Lights Film Society helps film makers 'Go Global'. The society provides movies/documentaries the deserved exposure at various film festivals across the globe with an assurance that any brilliant piece of art wouldn't go un-noticed at any of the film circuits. The society also indulges in rigorous campaigns to help movies get into the very prestigious 'Oscar Race'- the highest honor awarded for excellence in cinema. The society also helps filmmakers to contend for various other prestigious

ALL IIGHTS

ORGANIZERS

international awards like Golden Globe Awards, Screen Writers Awards, International Music awards and so on. All lights film society provides maximum reach and the deserved exposure which would help sell a film in the desired film circuits.

THE CO-HOST: Ramoji Film City

Ramoji Film City is the largest integrated film city in the world. It is also a popular tourism and recreation centre, containing both natural and artificial attractions including an amusement park. Established by the legendary Indian film personality -Shri. Ramoji Rao, head of Ramoji Group, this facility has been certified by Guinness Book of World Records as the world's largest film studio complex. Ramoji Film City is also



equipped with a leisure theme park for film shoots, adventure trips and corporate activities. It is nothing but natural that the biggest event in cinema industry is taking place at this arena.



WHY INDIA?

Top 10 markets worldwide by admissions | 2010-2014^e

In millions. Ranked by 2014 admissions.

								source. Or
						prov.	Annual g	rowth rate [°]
Rank	Market	2010	2011	2012	2013	2014	5 yean	1 year
1	India	2 641	2 640	2 641	1 978	1 900	-7.9%	-3.9%
2	US & Canada	1 341	1 285	1 358	1 340	1 270	-1.4%	?5.2%
3	China	290	370	470	612	830	30.1%	35.6%
4	Mexico	190	205	228	248	240	6.1%	-3.2%
5	South Korea	147	160	195	213	215	10.0%	0.8%
6	France	207	217	204	194	209	0.2%	7.6%
7	Russian Federation	156	160	160	176	176	3.1%	-0.6 %
8	UK	169	172	173	166	157	1.8%	-4.9 %
9	Japan	174	145	155	156	161	-2.0%	3.3%
10	Brazil	134	144	149	150	156	3.7%	3.7%
World	total ^e	6 633	6800	6982	6527	6 558	-0.3%	0.5%
Growt	h rate - World°	-53%	-2.1%	53%	-4.0%	-6.1%	-0.3%	0.5%
Growt	h rate - Top 10°	-1.2%	0.9%	43%	-8.7%	1.6%	-0.6%	1.6%
Withou	It India Top 10°	2.5%	1.7%	8.2%	53%	4.9%	5.0%	4.9 %
	-							

Source: OBS

Source: OBS, MPAA, IHS Annual growth rate^e Rank Market US 39 547 39 580 39 662 39 783 40 158 0.4% **0.9**% 1 China 2 13 118 18 195 24 607 40.8% 35.2% 6 256 9 286 India 3 10 020 10 020 11 065 11 081 11 139 2.7% 0.5% 4 5 478 5 464 5 508 5 587 5 653 0.8% 1.2% France Mexico 5 200 5 166 5 360 5 547 5 678 2.2% 2.4% 5 Germany 4 699 4 640 4 617 4 610 4 6 37 -0.3% 0.6% 6 7 4 080 4 040 3 998 3 908 3 694 -2.5% -5.5% Spain UK 3 867 3 909 1.6% 1.1% 8 3 671 3 767 3 817 9 2 395 2 704 3 100 3 479 3 829 12.4% 10.1% Russia 10 Japan 3 412 3 339 3 290 3 318 3 364 -0.4% 1.4% World total 122 951 123 740 129 866 134 588 142 215 Growth rate - World^e 3.0% 0.6% 5.0% 3.6% 5.7% 3.7% 5.7% Growth rate - Top 10^e 7.3% 5.3% 3.8% 6.3% 6.2% 5.9% 7.3% 0.9% Without China Top 10° 2.8% 0.3% 2.2% 1.1% 1.1% 1.1%

Top 10 markets worldwide by number of screens | 2010-2014^e In units,

FACTS ABOUT HYDERABAD AND TELUGU FILM INDUSTRY (THE VENUE OF 2^{MD} EDITION OF INDY WOOD FILM CARNIVAL)

Top 10 markets worldwide by feature film production | 2010-2014^e In units.

in diffe.				Source: OBS, IHS, KPMG, China Media Management				
							Annual gr	owth rate [°]
Rank	Market	2010	2011	2012	2013	2014	5 years	1 year
1 (India	1 274	1 255	1 602	1 724	1 966	11.5%	14.0 %
2	US	795	818	728	738	707	-2.9%	-4.2%
3	China	526	588	745	638	618	4.1%	-3.1%
4	Japan	408	441	554	591	615	10.8%	4.1%
5	UK	373	354	356	323	223	-12.1%	-31.0%
6	France	261	272	279	270	258	-0.3%	-4.4%
7	South Korea	152	186	204	207	248	13.0%	19.8%
8	Germany	193	205	241	236	234	4.9%	-0.8%
9	Spain	201	200	182	235	224	2.7%	-4.7%
10	Italy	141	155	166	167	201	9.3%	20.4%
World	total °	5 84S	6 098	6 334	6 345	6 503	2.7%	2.5%
Grow	th rate - World °	2.4%	4.3%	3.9%	0.2%	2.5%	2.7%	2.5%
Grow	th rate - Top 10 $^\circ$	26.4%	3.5%	13.0%	1.4%	3.2%	5.2%	3.2%

- 1. India, the biggest film producing country has more than 15 film industries regionwise. As per the CBFC report of 2014, the Telugu film industry is placed first in India, in terms of films produced yearly, much ahead of the rest, including BOLLYWOOD.
- 2. Ramoji Film City, Hyderabad the venue of the Indywood Film Carnival holds the Guinness Book of World Records for the largest film production facility in the world.
- The Prasads IMAX located in Hyderabad is one of the largest 3DIMAX screens, and the most attended cinema screen in the world.

- 4. Telugu film industry is the only Indian film industry to hold a memorandum of understanding with the Motion Picture Association of America to combat video piracy.
- Bahubali (2015), the highest all time grossing movie within India is an output of Telugu film Industry. (Collected USD 150 Million and still going).
- 6. Hyderabad is the capital of Telangana, the newest state of India (formed 2014) and one of the most film friendly and the fastest growing state in the country.



EVENT SCHEDULE 2016

	Dates				
INDYWOOD FILM CARNIVAL EVENTS					
	24-Sep	25-Sep	26-Sep	27-Sep	
Indywood Film Market(IFM)					
Opening Ceremony and International Film Business Awards(IFBA)					
All Lights India International Film Festival(ALIIFF)					
Indywood Talent Hunt					
Indywood Film Tourism					
Golden Frame Awards and Closing Ceremony					
Investors Meet					
Indywood Interactions					
Red Carpet and Networking Parties					
Miss Indywood Beauty Pageant					
Media Interactions					
Film Business Quiz					
Celebrity Sports					
Product and Project Launches					
Workshops and Seminar					

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LOGOS & MASCOT



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INDY, the Butterfly is the mascot of Indywood Film Carnival.

Butterflies are symbol of transformation, Joy and Color and they perfectly embody the essence of our Global Film Industry which reflects a unique history assorted with diaspora of revolutionary changes. The various colors on the butterfly signify different regional film industries of India which makes the Indian film industry diversified and unique.

ALLLIGHTSINDIAINTERNATIONALFILMFESTIVAL

Film Festival logo has 2 important elements, the 'Lady' and the 'Banyan tree'. The 'Lady' or a 'Woman' is a symbol of courage, power and self esteem. A representation of strength, she has the potential to create, nurture and transform from within. Since decades, Global Film Industry has been battling the issue of gender disparity; lack of opportunities and funding which has marginalized female participation from our film culture. Voicing our support for women empowerment and Gender parity, All Lights India International Film Festival logo celebrates 'The Strength which makes the Women of Today'. The Banyan tree since ages has been the mark of knowledge and wisdom in Indian culture. For us, every cinema - big or small, crude or classy gives us a new chapter of knowledge and essence . The Banyan tree establishes the motto of the film festival - CINEMAIS KNOWLEDGE.

INDYWOODFILMMARKET

Film Markets provide a venue for different people to come together, make new memories, renew business partnerships and form new alliances. Representing different sectors of this ever expanding industry, Indywood Film Market logo depicts taste, popularity and social identification of its delegates and a venue for interactive business. The 'bag with film reel' logo is a symbol of trade, and the color 'Red' signifies flamboyance and opportunity which, the Indian film industry presents to the world.

TESTIMONIALS



I am very excited by this festival and wish it keeps on growing. I look forward to keep coming back next year.

RAJEEV MASAND Film Critic India

BINA PAUL Film Editor & Artistic Director India Film festival has been a wonderful; it was altogether brought to an international level. I appreciate the hard work of the team behind the event, it was really well organized





I had a wonderful time here. I saw so many films and I am very happy with the festival and the atmosphere. GAJENDRA AHIRE Film Maker India

MANJU BORAH Film Director India

I saw all new generation crowds at the event and found it very interesting here. I wish the festival all the very best.





I think it's a wonderful initiative and amazing step to really put Indian cinema on to the next level. A big congratulation for a successful event well accomplished. KETAN MEHTA Film Director India

TESTIMONIALS

MOHANLAL Actor India It's first of its kind event which is happening here, A great platform indeed so, let the dream come true.





I am very delighted to be here. It is the first Indywood Film Market that you have. But the way it has gone gives me the impression that it will go on for many many years because I think its a very good idea. SHYAM BENEGAL Film Director India



DAGGUBATI VENKATESH Actor India

On Behalf of the Telugu Film Industry and the entire Indian Film Industry, I like to wish the very best to the All Lights India Festival and the Indywood Film Market, they will take Indian cinema forward. All the best Indywood Film Market.

I would like to thank Indywood Film Business Awards team for selecting me as the 'Newsmaker of the Year'. I am humbled and honoured to receive this recognition. I wish Indywood team great success S S RAJAMOULI Film Director India

ALEJANDRO GONZÁLEZ IÑÁRRITU Film Director Mexico

It would have been an honour and a pleasure to be able to participate. I wish you the best of luck for your event.



I take this opportunity to congratulate the organizers and the entire team who have worked behind this event. The government is glad to offer its full support for this huge endeavour. I wish that this film festival moves ahead successfully. THIRUVANCHOOR RADHAKRISHNAN Former Minister for Cinema Kerala

BEST OF RAMOJI VENUE INFORMATION









SAHAS Asia's Largest Adventure Land , brings multiple adventure experiences to this part of the world.

EUREKA Ramoji's Time Machine At Your Disposal- Modeled on the lines of royal medieval forts, the colossal edifice of Eureka lavishly welcomes every spectator.

RAMOJI MOVIE MAGIC recreated the streets and by-lanes of the best locales in the world to create the land of million dreams where the reel meets the real to spell some magic

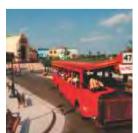
FUNDUSTAN The Kids Park

STUDIO TOUR A chance to travel through paths and spaces traversed by our favorite stars. The vintage red bus takes you on a guided studio tour that makes this place the land of million dreams.











CERTIFIED BY Guinness Book of World Records

●200+EXHIBITORS● ●2000+NATIONAL & INTERNATIONAL DELEGATES● ●2001-BUVERS & DISTRIBUTORS●WORKSHORS●

•300+BUYERS & DISTRIBUTORS • WORKSHOPS • • PRODUCT LAUNCHES & NETWORKING SESSIONS • • MARKET SCREENINGS & VIEWING ROOM • CONFERENCES & PANEL DISCUSSIONS • • INTERNATIONAL FILM BUSINESS AWARDS • • FOCUS PAVILIONS ON CONTENT SALES, ANIMATION & CINEMA TECHNOLOGY •

