

**Film Bazaar at IFFI 2017 ends on high! Announces awards for several projects**

**The Prasad Digital Intermediate (DI) award 2017 by Prasad Labs were awarded to Ivan Ayr's**

**Soni (Film Bazaar Recommends 2017) and Ere Gowda's Kannada film *Balekempa*  
(*The Bangle Seller*)**

**Facebook Awards 2017 winners are Ivan Ayr's *Soni* (Work-In-Progress Lab 2017) and  
Sandeep Modi's *Chumbak* (*The Lottery*) (Film Bazaar Recommends 2017)**

**Goa, 24<sup>th</sup> November 2017:** The fourth day of the 11<sup>th</sup> edition of **Film Bazaar at the International Film Festival of (IFFI) 2017**, which was held at the Marriott Goa from 20<sup>th</sup> to 24<sup>th</sup> November 2017, ended on a high note! Awards were announced for projects, which were selected in the Film Bazaar Recommends and the Work in Progress section. These awards recognize cinematic excellence and promote the development of talent. The recipients were selected by a Jury comprising of internationally acclaimed Festival Programmers/Directors, Producers and Industry Executives.

**The Awards**

The Prasad Digital Intermediate (DI) awards were given to Ivan Ayr's *Soni* (Film Bazaar Recommends 2017) and Kannada film *Balekempa* (*The Bangle Seller*) directed by Ere Gowda (Work-In-Progress Lab 2017). The award was given by Jayprakash Naidu, Executive Director of Prasad Labs.

The Prasad Lab DI award (Film Bazaar Recommends) jury comprised of Paolo Bertolin, Programmer, Venice Film Festival, Sergio Fant, Programmer, Locarno Festival and Laurence Kardish, Artistic Director, FilmColumbia Festival.

The Prasad Lab DI award (Work-in-Progress Lab) jury comprised of Marco Mueller, Director of Pingyao International Film Festival, Producer Philippa Campbell, Producer and consultant Olivia Stewart and Film Editor Jacques Comets.

The Facebook Awards were given to Ivan Ayr's *Soni* (Work-In-Progress Lab 2017) and Sandeep Modi's *Chumbak* (*The Lottery*) (Film Bazaar Recommends 2017). The winners will be given Facebook ad credits worth 10 thousand dollars that can be used to promote the film.

**A Closing Wrap on Film Bazaar**

The Producers' Workshop had 15 participants and was focused towards film students this year, while the Viewing Room had an astounding 202 films. The Film Bazaar Recommends' section featured 24 films and Industry Screenings saw 28 films. The Viewing Room saw more than 100 people come to watch the films that were selected.

State Film Offices from Maharashtra, Gujarat, Uttar Pradesh, Jharkhand, Delhi, Rajasthan, Lakshadweep, Telangana, Karnataka and Madhya **Pradesh** collaborated with the Film Facilitation Offices (FFO) to promote their states as filmmaking locations to national and international filmmakers.

### **About Film Bazaar**

Film Bazaar is the largest South Asian film market. It encourages creative and financial collaboration between the South Asian and International film communities. The 11<sup>th</sup> edition of the Film Bazaar was held at the Marriott Resort, Goa, India, between 20th and 24th November 2017. This year it is under the banner of the International Film Festival of India.

Created and organized by the National Film Development Corporation (NFDC), Film Bazaar has evolved into South Asia's global film market from its humble beginnings in 2007. Every edition witnesses increased national and international participation. Over the years, films such as The Lunchbox, Margarita With A Straw, Chauthi Koot, Qissa, Ship of Theseus, Titli, Court, Anhe Ghode Da Daan, Miss Lovely, Dum Lagake Haisha, Liar's Dice and Thithi have been through one or more programmes of the Bazaar.

Over the course of five days, Film Bazaar becomes the converging point for film buyers and sellers from all over the world. The focus is on discovering, supporting and showcasing South Asian content and talent in filmmaking, production and distribution. The Bazaar also facilitates the sales of world cinema in the South Asian region and various State Governments collaborate with the NFDC to showcase their locations at the Film Bazaar through Film Offices.