

**A. R. Rahman Attends 10th NFDC Film Bazaar Day 3 To Discuss His
Vande Mataram 'Live-In-VR Experience' Video**

"NFDC Film Bazaar is a very interesting place. I felt very good attending the Bazaar last time, and so we decided to premiere the experience here," said **AR Rahman** at the Film Bazaar, 2016.

**~Regional Films Find a Special Focus: Nagraj Manjule, Bhaskar Hazarika & Raam Reddy Discuss Stories
In Vernacular Languages Set In Small-Town India~**

~"When I came to the Bazaar a few years ago with Fandry, it opened up so many avenues for me. Mr. Shyam Benegal and many other filmmakers saw my film, which created so many opportunities. It's a very important platform" said **Sairat** director **Nagraj Manjule**~

What is exciting about Film Bazaar is that it has given a platform to original voices. For me, Film Bazaar is one of the most important initiatives for the filmmakers, and I am very sure that this is the place where we will find our future filmmakers" said **Aanand L Rai**

~"I'd like to thank NFDC Film Bazaar for giving me the opportunity to elaborate on virtual reality and the extent of its potential," said **Avinash Changa**, CEO, **WeMakeVR**, who presented on 'Technology In Storytelling for Cinema' and spoke at length about the various possible uses of virtual reality technology, ranging from immersive film experiences to travel to therapy~

Goa, November 24th, 2016: The revered **A. R. Rahman** graced the third day of the 10th **NFDC Film Bazaar 2016**, and discussed in detail the process of creating the 'Live-In-VR Experience' of his performance of '*Vande Mataram*' being screened at the Virtual Reality Lounge powered by Samsung GearVR in the Knowledge Series, as well as the experience of virtual reality as a whole.

"We had made the video, and we felt like NFDC Film Bazaar is a very interesting place. I felt very good attending the Bazaar last time, and so we decided to premiere the VR experience here," **he said.**

Moderated by producer, director and author Nasreen Munni Kabir, it was a highly interactive session where Rahman and the audience shared their opinions on the technology of the future. The **Virtual Reality Lounge has received overwhelming attention at Film Bazaar 2016, with Chris Milk's films enjoying a special popularity, including his animated film 'Evolution of Verse'.**

Delighted with the response, Director Finance, NFDC, N J Shaikh, said, *"Again a memorable day as predicted! The star attraction of the day was A.R. Rahman's presence to share his VR experience which had the crowd totally charged up! The other major highlight was Philip Lee's session at the Producer's Lab. The other eminent speakers also added sparkle to the day & there was excitement and anticipation in the air, which was very palpable. VR Lounge, Viewing Room & Industry screening continued to attract maximum footfalls. In all, a very enriching day at Film Bazaar."*

Stories Told In Vernacular and Small Town India

Filmmakers **Nagraj Manjule** (Marathi film *Sairat*), **Bhaskar Hazarika** (Assamese film, *Kothanodi*) and **Raam Reddy** (Kannada film, *Thithi*) engaged in a discussion about depicting stories set in small towns in an authentic way.

“When I came to the Bazaar a few years ago with Fandry, it opened up so many avenues for me,” Nagraj Manjule said. “Mr. Shyam Benegal and many other filmmakers saw my film, which created so many opportunities. It’s a very important platform.” he added.

Spicing Up the Urbanscape in Mainstream Films

Director Aanand L. Rai, who attended the Film Bazaar for the first time this year, participated in a discussion with film critic Rajeev Masand on the above topic. **He said**, *“What is very promising about Film Bazaar is that it has given a platform to original voices. For me, Film Bazaar is one of the most important initiatives for the filmmakers, and I am very sure that this is the place where we will find our future filmmakers.”*

The director picked up *Nil Battey Sannata* (‘Film Bazaar Recommends’ & WIP, 2015) for national release and has returned this year with his film *Nimmo*, (a part of ‘Film Bazaar Recommends’ & WIP, 2016). As for his expectations from Film Bazaar 2016, he said, “I’m just hoping for a great experience for my director. I also hope the purity of the filmmakers here will rub off on me as well.”

Technology In Storytelling For Cinema

“I’d like to thank NFDC Film Bazaar for giving me the opportunity to elaborate on virtual reality and the extent of its potential,” said Avinash Changa, CEO, WeMakeVR, who presented on ‘Technology In Storytelling for Cinema’ and spoke at length about the various possible uses of virtual reality technology ranging from immersive film experiences to travel to therapy.

The first half of the day included the **Investors’ Pitch for ‘Film Bazaar Recommends Part 2’** in which several film trailers were presented, including **Atanu Mukherjee’s ‘Rukh’, featuring Manoj Bajpayee**. There was also a discussion on ‘Ownership of the Film: The Chain of Documents That A Finished Film Must Have’ with panelists Madhu Gadodia (Equity Partner, Naik Naik & Company), Datta Dave (Partner Tulsea Pictures) and Michael Henrichs (Producer), moderated by media specialist and author Vanita Kohli Khandekar and ‘Technology Changing Production Landscape’ with VP & Head Sales-APAC, Prime Focus moderated by Nyay Bhushan (India Correspondent, Hollywood Reporter).

The Day 3 lunch was sponsored by Tamil Nadu and cocktail was sponsored by Qubewire (Online KDM & DCP Delivery Service) and Government of Karnataka.

ABOUT FILMBAZAAR

Film Bazaar is a platform exclusively created to encourage collaboration between the international and South Asian film fraternities. The market aims at facilitating the sales of world cinema in the region. The 2015 market saw an attendance of 1102 delegates from 38 countries with a country delegation from Canada. The 10th Edition of Film Bazaar is being held from 20-24 November 2016 at the Marriott Resort in Goa, India.

ABOUT NFDC

Incorporated in the year 1975 National Film Development Corporation Ltd is formed by Ministry of Information and broadcasting (GoI) with the primary objective of promoting the *good cinema movement*. NFDC is instrumental for creating an ecosystem to support the financing, distribution and development of independent films across the country.