

Hrishitaa Added Glamour To The Festival Of Cellphone Cinema

By Sunil

Dated: Jan 18, 2009

It was great opening of 2nd International Festival Of Cellphone Cinema, the team of feature film Aasma from Mumbai added glamour to this International event.

“I am proud to be associated with this unique and innovative 2nd International Festival Of Cellphone Cinema. I have learned a lot today the new wave of creativity”, said Hrishitaa Bhatt the renowned beautiful actress of Bollywood who has performed in popular films like Ahoka, Kishna, Ab tak Chhappan ,Hey Babby, Jawani Diwani, Desh Drohi .while inaugurating the festival at Marwah Studios at Film City Noida along with Subh the hero of her forthcoming film Aasma.”I will be pleased to work in Mobile Cinema, I know it is going to be the biggest way of projecting visual media” said Subh, the Hero of the film Aasma who was there with his producer Shakti Mukerjee to participate in the curtain raiser function of 2nd IFMC. “Ten Million people see feature film in theatres every day in India, but time is coming when 140 million people will see films on mobile alone. .It is not the competition but complimentary to the present film business,” said Sandeep Marwah of Marwah Studios who is also the President of Asian Academy Of Film And Television.”I know we are always ahead of time ,but it is going to be next revolution in the World of visual media, added Marwah.

A large and huge gathering of media professionals, print and electronic media along with media students in that glittering programme were anxious to know more about this festival .of one week.

Shantanu of Gurujee.com, Harsh Narayan from DragonsLab.com and Atul Vyas from Indo American Chamber Of Commerce, Vedaant Kanno of Batchbuzz.com also spoke on the occasion .The event is sponsored by Rajshri.com, Shivkala Motion Pictures, The Film and TV Producers Guild of India Ltd, 1 take media.com, Times Broad Band, Time IPTV Package, and othes

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Asian Academy Of Film And Television is the part and parcel of Indian Film Industry. 6000 Media professionals who have passed out of this institution now working in Film ,Tv and Media Industry of the Country.

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Email	Click to contact author
Phone	01202515254
Fax	01202515246
Address	FC 14/15, FILM CITY SECTOR 16A, NOIDA
City/Town	Noida
State/Province	Uttar Pradesh
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