



MEDIA RELEASE
Monday 29 September 2014
For Immediate Release

**Australia India Business Council (AIBC) NSW
Media & Entertainment Chapter official launch**

AIBC NSW has recently launched its new Industry Chapter to foster creative ties between Australia and India. The launch of the newly created **AIBC NSW Media & Entertainment Chapter** was hosted by event sponsor Holding Redlich at their offices in the MLC Centre Sydney on 17 September 2014.

Sonia Borella, partner at law firm Holding Redlich, said on the night *"We support the aims of the AIBC NSW Media & Entertainment Chapter to forge strategic links and develop business connections between Australian and Indian Governments and industry bodies, companies and practitioners operating in the areas of media and entertainment."*

The purpose of the launch event was to introduce the Media & Entertainment Chapter's vision and to start a conversation about further developing a strong cultural and creative relationship between Australia and India. Guests included media practitioners, Industry executives and AIBC members.

Chapter Chair, **Ana Tiwary** (inDiVisual films) introduced the new committee: Sonia Gandhi (Gandhi Creations), **Nicholas Brown** (actor/writer), **Kartik Mohandas** (Zee TV), **Barbara Harvey** (Aardvark Casting) and AIBC National Vice Chair **Sheba Nandkeolyar** (MultiConnexions). Ana said *"it is a real honour and privilege to serve on this chapter with such a dynamic, professional and committed team."*

The Keynote Address was delivered by **Martin Brown** (Producer, Moulin Rouge) who spoke about the importance of the Australia India Co-production Treaty to be signed by both countries and said *"In a very real way, films are the ambassadors for a country...we are starting to turn our attention to India and realizing the huge potential that exists between our countries."*

Special guest speaker **Mitu Bhowmick Lange** (MD Mind Blowing Films) travelled from Melbourne for the launch celebrations. She shared her inspiring journey as a distributor of Indian films in Australia and encouraged the AIBC Media chapter to engage with both sides of government, as well as the screen industry to provide better incentives for stronger ties between India and Australia.

The Media & Entertainment Chapter was officially launched by Trade Promotions Officer of the Indian Consulate, Sydney, **Mr Rao Palagummi**, who congratulated AIBC NSW on this new endeavor. AIBC National Chairman **Dipen Rughani** and AIBC NSW President **John Cox** took the opportunity to thank the guests and offered the chapter AIBC's full support.

The proceedings were followed by networking drinks and a live Bollywood performance from Priyanka Pripri and Nicholas Brown.

MEDIA & ENTERTAINMENT LAUNCH EVENT

17 September 2014

Holding Redlich, MLC Centre, Martin Place



From left: Dipen Rughani, Sheba Nandkeolyar, Sonia Gandhi, Ana Tiwary, Nicholas Brown and Barbara Harvey

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