



Press Release

Ahmedabad, 2nd April 2024

Announcing the Winners of Vi Mobile Film Project Contest in Gujarat

- VOID from Rajkot wins the First Prize worth Rs 1 lakh in cash, Memaan from Ahmedabad has been awarded the second prize of Rs 50,000 and Dr. Nilkanth Rai from Baroda awarded third prize of Rs 25000
- Winners selected from over 70 entries received from across Gujarat on a central theme of **“Gujarat” with a special moment depicting “Be Someone’s We”**, to promote inclusivity and togetherness

VOID from Rajkot has won the First Prize for Vi mobile filmmaking contest in Gujarat. This was announced on 30th March in Ahmedabad post a special screening of the shortlisted entries at the Vastrapur Amphitheatre. The contest was organized and promoted in partnership with Red FM. Three winning entries were selected from over 70 short film entries received from across Gujarat. Memaan from Ahmedabad has been awarded the second prize of Rs 50,000 and Dr. Nilkanth Rai from Baroda has been declared the third winner of Rs 25000 in cash.

Budding and aspiring film making enthusiasts were invited to participate in this 4 week long contest to showcase their creativity and storytelling skills through 5-7 **minutes’** short films shot on smartphones. While the **central theme was ‘Gujarat’ it also mirrored Vi’s campaign “Be Someone’s We”**, inviting individuals from diverse background to share their unique perspectives on inclusivity and togetherness.

More than 50 first time film makers participated and made films spanning various genres like Comedy, Satire, Horror, Thriller, Biopics, Rom Com, Drama, Action Slice of life and more. The **shortlisted entries were uploaded on a RED FM’s YouTube Gujarati channel** for voting.

Sukanta Das, Cluster Business Head-Gujarat, Vodafone Idea Limited, said, At Vi, Our Brand promise is centered/built around inclusivity. We believe in leaving no one alone and our services/products reflect this belief. We understand the power of storytelling to deliver powerful **message of togetherness in our campaign “Be someone’s We” and connect audiences at large.** Our initiative with the Mobile Film making Project encouraged youngsters to express their creativity, freedom to communicate and express their imagination. It was very heartening to see so many highly talented netizens in Gujarat. I would like to thank all the participants for their efforts **and enthusiastic response”**

Eminent and leading names from the Gujarati film making industry came forth to guide participants on various important requisites and nuances of film making through social media. Special sessions and workshops were also conducted to educate, provide special tips and encourage and groom youngsters across select colleges in Ahmedabad, Baroda, Surat and Rajkot.

All participant entries were showcased at a grand finale screening at Vastrapur Amphitheatre, Ahmedabad on March 30, 2024 and the top three entries were selected basis their creativity, storytelling, technical proficiency and adherence to the theme. The screening was also attended by popular personalities from Gujarati film industry. A special prize - Film Technical Equipment was also given to VOID for the best integration and depiction of **“Be Someone’s We”**.



Vodafone Idea Limited:

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The company offers products and services to its customers in India under the TM Brand name "Vi".

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