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tival

Pune is among the fastest growing cosmopolitans in India today. Its all-round growth has made it an attractive global destination for many segments. Because of the highly reputed FTII (Film and Television Institute of India), Pune is also a hotbed of filmdom that has consistently created fresh talent for all genres of the film industry. The presence of the FTII also fits in well with Pune's overall personality of being the "Oxford of the East".

Completing the film connection of the city is also the historic and well-stocked National Film Archive of India.

Typically like a growing cosmopolitan, Pune has seen it all. From, the now nostalgic theatres to sprawling expanses of multiplexes and crowded shops to the numerous malls, the evolution of this multi-hued city has been spectacular. For the film buffs of the city and India, Pune enjoys significance. On occasions pertaining to the industry, stars from all the verticals descend on this city. With a multi-cultural blend of population with varied interests, Pune provides an ideal platform for an International Film Festival.

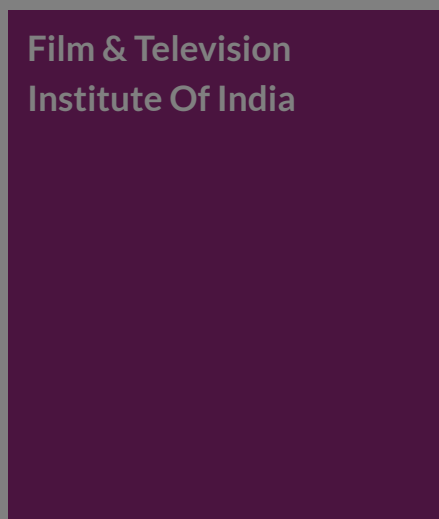
The Pune International Film Festival was launched in 2002, with an idea of attracting the best in celluloid to Pune. The first "International Film Festival" received a response brimming with success. Slowly, event by event, PIFF has evolved into a major annual event.

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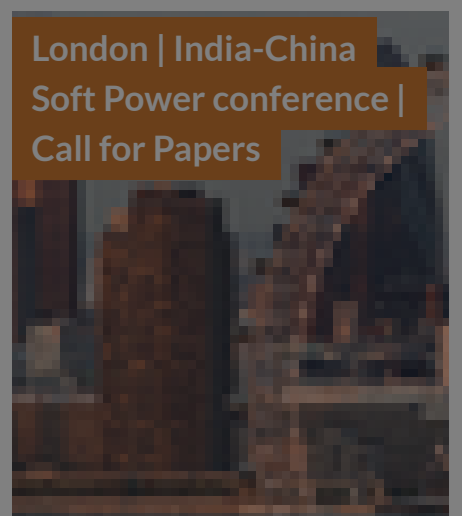
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