



14th to 21st January, 2027

OFFICIAL FESTIVAL POSTER THEME COMPETITION

The Pune International Film Festival (PIFF) is delighted to announce the **Official Festival Poster Theme Competition** for its **25th (Silver Jubilee) Edition**, to be held from **14th to 21st January 2027**.

Participants are invited to create an original poster design inspired by any one of the themes listed below, while creatively incorporating the spirit and significance of PIFF's Silver Jubilee (25 Years). The design should celebrate the festival's legacy while reflecting the chosen theme in a visually compelling and contemporary manner.

- Marathi Landmark Films
- Marathi and Indian (including Hindi & other regional) Landmark Films
- Marilyn Monroe as we are celebrating her centenary year
- International Films (including English & other countries)

We invite you to submit your original entries on this thought-provoking theme by **20th August, 2026**.

Rules & Regulations

1. Entries that do not comply with these Rules and Regulations shall be disqualified.
2. The submitted design must be suitable for use as the **Official Poster** of the 25th Pune International Film Festival (PIFF) and adaptable for print, digital, campaign graphics, and audio-visual promotional material.
3. The competition is open to all Indian citizens.
4. Entries submitted through colleges, universities, or educational institutions must be accompanied by:
 - A valid student identity card of the participant(s); and
 - A covering letter on the institution's official letterhead certifying the authenticity of the submission.
5. Each participant may submit a maximum of **four (4)** entries.

6. The design must:
 - Reflect the prescribed competition theme;
 - Be the participant's original work;
 - Not have been previously published, exhibited, awarded, or commercially used;
 - Not contain the designer's name, logo, signature, watermark, or any identifying marks.
7. The use of clipart, pre-designed templates, copied elements, or derivative works is strictly prohibited.
8. Artwork created using generative Artificial Intelligence (AI) tools is not permitted.
9. Only properly licensed or royalty-free stock images may be used. Participants must provide proof of licence for any licensed images incorporated in the artwork.
10. Any entry found to be forged, plagiarised, or in violation of copyright or intellectual property rights shall be immediately disqualified. PIFF reserves the right to reject any entry without assigning any reason.
11. Each submission must include:
 - A Concept Note (maximum 500 words) explaining the inspiration behind the design and its relevance to the theme;
 - Complete contact details of the participant;
 - All fonts used (in a ZIP folder);
 - All editable source files and supporting materials, including images, vectors, linked files, and other assets used in creating the artwork.
 - Signed copy of the Agreement of Participation.
12. Artwork must be submitted in editable format only:
 - Adobe Illustrator (.AI)
 - Adobe Photoshop (.PSD)
 - CorelDRAW (.CDR)
13. Submission requirements:
 - Artwork in Square (1:1), Vertical (1:2), and Horizontal (2:1) formats;
 - RGB and CMYK colour versions;
 - High-resolution files suitable for professional printing.
14. If the artwork is created in CorelDRAW, the final file must be saved in **CorelDRAW Version 15.0**.
15. Entries must be submitted by email to themepiff@gmail.com using a permanent download link. Submissions via temporary file-sharing services with expiring links (such as WeTransfer or SendGB) and hard-copy submissions will not be accepted.

16. Participants are responsible for ensuring that all submitted information and supporting documents are complete, accurate, and legible.
17. The PIFF Organisers shall have sole discretion in selecting the winning design. Shortlisted participants shall incorporate any modifications or revisions requested by the organisers.
18. By participating in the competition, entrants grant PIFF a non-exclusive, royalty-free licence to display, reproduce, publish, exhibit, archive, and use their submitted entries for competition, exhibitions, publications, websites, catalogues, social media and promotional purposes related to PIFF.
19. The winning participant agrees to exclusively license all rights of the winning design to PIFF and it may be reproduced, modified, adapted, published, distributed, and used by PIFF for all related promotional material across all media platforms. The winner shall also undertake any revisions required by the organisers before final approval.
20. The decision of the PIFF Organisers shall be final and binding. No correspondence or appeals regarding the results will be entertained.
21. Participation in the competition constitutes full acceptance of these Rules and Regulations.
22. The winner will receive:
 - A Certificate and
 - A Cash Prize of **₹20,000/-**.