



PIFF online receives huge response from the audience across the country

- PIFF trending on Social Media

Pune, March 20, 2021: The Online Pune International Film Festival (PIFF), which started on Thursday, March 18 has been receiving huge response from the audience in Maharashtra as well as across the country. As the festival is being held online due to the Corona pandemic, viewers are enjoying the international movies sitting at home.

According to the organizers, the audience is satisfied and happy with the themes of the films, their selection and the security of the online platform and the festival is also trending on social media.

The 19th Online Pune International Film Festival kicked off on March 18 with the film 'Laila in Haifa'.

Speaking about the event, Dr. Jabbar Patel, Director, PIFF said, ""After anticipating the growing situation of the pandemic, we decided to temporarily postpone the festival in theatres and hold it online from March 18 to 25. We are happy that the online festival has received a good response from film lovers as expected. Fans not only from the state but from all over the country have registered for it and they are enjoying the festival safely at home at their convenience. Audiences from states like Uttar Pradesh, Tamil Nadu, Delhi, Punjab and Assam have participated in the festival and are also appreciating the films and documentaries selected in the global film category. "

The Shift 72 platform of New Zealand has been used for this year's online festival, which has led many viewers to feel safe while watching movies as the platform will safeguard from piracy and recording.

"The audience is also talking about the festival on social media and is also sharing photos on Facebook, Instagram and Twitter etc, while critics are praising the festival in their blogs. The audience is happy to watch films mainly at home that have not been screened in India

so far. Along with Shift 72, the embassies of the films selected for the festival have also given publicity to the festival at their respective levels and have expressed satisfaction," Patel said.

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