

# MUKTA ARTS LIMITED

an entertainment company

Regd. Office : Mukta House, Behind Whistling Woods Institute, Filmcity Complex,  
Goregaon (East), Mumbai - 400 065. TEL. : 91-22-3364 9400



10<sup>th</sup> May, 2018

BSE Limited Phiroze Jeejeebhoy Towers, 1st Floor, Dalal Street, Mumbai – 400 001	National Stock Exchange of India Limited Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400 051
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Kind Attn: Corporate Relations Department

Dear Sirs,

**SUB: Whistling Woods International partners with Reliance Jio to set up a VIRTUAL REALITY LAB.**

In a first-of-its kind academia-industry partnership, Asia's premier Film, Communication and Creative Arts institute, Whistling Woods International, has come together with Reliance Jio for a Development Lab dedicated for the Virtual Reality & Augmented Reality industry. The lab, named 'Whistling Woods Jio VR Lab', will be set up at the Whistling Woods International campus in Filmcity, Mumbai. The Lab will commence operations in mid-May 2018.

The press release was made as attached.

Thanking you,

Yours Faithfully,  
For and on behalf of  
Mukta Arts Limited

Monika Shah  
Company Secretary



**Whistling Woods International partners with Reliance Jio to set up a VIRTUAL REALITY LAB for development of Cinematic VR content & proliferation of the VR ecosystem**

**Mumbai, 25<sup>th</sup> April 2018:** In a first-of-its kind academia-industry partnership, Asia's premier Film, Communication and Creative Arts institute, Whistling Woods International, has come together with Reliance Jio for a Development Lab dedicated for the Virtual Reality & Augmented Reality industry. The lab, named 'Whistling Woods Jio VR Lab', will be set up at the Whistling Woods International campus in Filmcity, Mumbai. The Lab will commence operations in mid-May 2018.

The Lab will undertake several activities including ***building a state-of-the-art, always-current, technology pipeline for VR & AR workflows***. The Lab will also ***play a meaningful role within the global VR community*** through its membership of the global VR Industry Forum and participation in global conclaves like NAB, IBC & CES. Further, the Lab will work with the Indian film & media industry in many ways including conducting ***monthly seminars & workshops*** for them as well as ***introducing new tech-workflows*** to the industry. The lab will undertake all these activities in a structured manner to create a ***curriculum for Cinematic VR*** which will be taught to all students of Whistling Woods, making them ***India's first generation of VR Filmmakers***.

Speaking on the occasion, **Jyotindra Thacker, President, Reliance Jio** said that *"We strongly believe VR will be the 4<sup>th</sup> content platform after Film, TV & Digital and this lab will create VR filmmakers who will kickstart India's VR content ecosystem. Reliance Jio, through its leadership in the digital & content ecosystem, will support VR content creation & distribution and make cutting-edge experience available for its customers."*

Speaking about the new collaboration, **Meghna Ghai Puri, President, Whistling Woods International** said, *"It gives us immense pleasure to have Reliance Jio as our strategic partner in launching the Virtual Reality Lab at our campus. Whistling Woods has always been in the forefront to embrace and introduce latest technological & creative innovations in the Film, Media and Creative Arts domain and the Whistling Woods Jio VR Lab is yet another step in that direction. Today, Whistling Woods alumni are Film ready, TV ready & Digital ready. Our goal is to make them VR ready as well. We see this as a first-step towards a larger engagement with Jio for future labs & content partnerships."*

### **About Whistling Woods International**

Whistling Woods International is India's premier Film, Communication, and Media Arts Institute. Founded by one of India's leading filmmakers – Subhash Ghai, Whistling Woods International (WWI) is one of Asia's largest Media Arts institutes.

***The Hollywood Reporter* has rated Whistling Woods International as one of the Ten Best Film Schools in the world.** WWI offers Graduate degrees, Advanced Diploma & Diploma programs of varying duration from 1 year to 3 years catering to all major verticals of the Film, Media & Entertainment industry, namely Acting, Animation, Cinematography, Direction, Editing, Music, Producing, Screenwriting, Sound, Visual Effects, Advertising, Journalism, Media Management, Fashion Design and Visual Communication Design. All degrees, advanced diplomas and diplomas are accredited by the Tata Institute of Social Sciences (TISS).