

CELEBRATE THE PUJAS WITH “DEBI” #HOMECOMING A Film by Aniruddha Roy Chowdhury

- “DEBI”– is Aniruddha Roy Chowdhury's FIRST short film to be released on internet exclusively
- Starts a trend of “*Pujor Chhobi*” – brand new Pujo film as a festive mood build-up.

Kolkata, October 8, 2015: It has been a long wait of twenty years when Anuradha, the daughter of the Basu Chowdhury family of Kolkata, once again stepped inside the age-old mansion after she left this familiar world of her girlhood and moved overseas with the love of her life against strong family opposition. Today, Anuradha is going through a vortex of memories as she returns to her roots amidst the joy and mirth of Durga Puja festivities. However, this homecoming of Anuradha's is very special since she is accompanied by her daughter Lali – for whom this is not just homecoming but a journey of discovery, love and searching for one's own roots through the gastronomical route against the festive backdrop of Durga Puja. This home-coming gets two different dimensions for the mother-daughter duo as the surrounding gets soaked in the festive mood of Durga Puja.

Directed by the noted two time National Award winning Bengali director **Aniruddha Roy Chowdhury** of “Anuranan”, “Antaheen” and Buno Haansh” fame, “*Debi*”, Aniruddha's first internet venture of 13 minutes, is all about homecoming, marking the beginning of many new-found relationships, a discovery of roots and revival of feelings that had been subdued and lost due to decades of separation.

Starring talented actors like National Award winner - **Ananya Chatterjee, Arjun Chakraborty, Kaushik Banerjee**, this film also stars the popular playback singer **Monali Thakur**, who had won much acclaim for her recent movie ‘Lakshmi’ on girl trafficking. Noted singer **Anupam Roy**, has composed the film's music as well as lent his voice. Young and talented Bengali poet **Srijato** has penned the lyrics for “*Debi*”. Acclaimed cinematographer **Ranjan Palit** is the director of photography in this film, while the screenplay is by **Shyamal Sengupta**.

To be released on the digital platform, “*Debi*” is produced by **Opus Communications** and presented by **Emami Healthy & Tasty**, a popular edible oil brand from the house of **Emami Group** which shares a strong culinary connect with the Bengali society. Shot in the heritage backdrop of the Lahabari and the old lanes and bylanes of the North Kolkata, *Debi* encapsulates the beauty of nostalgia and the tradition of the festival of Durgapuja through

the narration of the story of homecoming assuring an instant emotional connect with the viewers.

Speaking on the occasion, **Mr. Aniruddha Roy Chowdhury**, director of *Debi*, said, “Capturing the audience interest within a span of few minutes while narrating a complete story is one of the most critical creative challenge for any filmmaker that the technology of internet has thrown up. Here, one does not need to wait for the viewers to come to the theatres. Through laptops, tablets, smart phones and all, this is a great opportunity to enter into the very “me-time” of a viewer while he or she is surfing the net at work or leisure or getting connected through a smart devices while on transit.”

Mr. Aditya Agarwal, Director, Emami Group of Companies said, “Durga Puja is the greatest festival in Bengal. As a part of the festive mood build up, till now, people have been used to Pujor gaan, pujor golpo, pujor fashion etc. So, we thought, that why not Pujor Chhobi that will deal with the emotion of homecoming which is very relevant during this time. For this, we opted the latest genre of internet short films. In today’s world, nothing can be a better platform to connect with greater number of people within the minimum span of time than the digital medium, especially with the huge Bengali diaspora for whom homecoming during this time of the year holds a place of special emotion. Emami is proud to be associated with Debi – Pujor Chhobi and we are hopeful that the basic concept of festivity and homecoming around which the film *Debi* revolves would be appreciated by the film lovers.”

***Debi* is going to be released on <http://www.emamihealthyandtasty.com/> on 10th of October, 2015.** The film can also be viewed on YouTube.

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