

Gujarati film industry is slowly but steadily capturing the larger trends in Cinema: Actor Siddharth Randeria

Regional cinema offers realistic portrayal of contemporary issues: Director, 'Hurry Om Hurry' - Nisarg Vaidya

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Gujarati cinema needs more platforms like IFFI to reach other regions and people within our country. To break barriers and reach wider audiences is the need of the hour for Gujarati cinema, stated veteran Gujarati actor Siddharth Randeria at a Press Conference organized on the occasion of the Gala Premier of the film *Hurry Om Hurry* at 54th IFFI in Goa today.

'Creating awareness about the beauty of Gujarati films and the essence of its captivating storytelling is very important', he said.



Actor Raunaq Kamdar while expressing happiness about the Premier of *Hurry Om Hurry* at the 54th IFFI added that in the recent years a number of critically acclaimed Gujarati films like *Hillaro* have had a chance to reach audiences through the medium of IFFI.



Speaking about the storyline of the film *Hurry Om Hurry*, Director Nisarg Vaidya said the nuances in the film connect to the emotions of the Gujarati community and reflect their culture. "The idea is to connect to the audience and be as real as possible with the story. Every region has its own culture that is why it is unique. The humorous and fun part of the film will definitely keep the audience hooked to the screen" said Vaidya.



The film 'Hurry Om Hurry' will be screened at IFFI 54, Goa under Gala Premier Section today.



The cast and crew of 'Hurry Om Hurry'



Hurry Om Hurry

Synopsis of the film: A film about longtime friends, Om and Vini who found their lives taking an unforeseen turn when Vini decides to propose marriage to Om. However, their once-promising union encounters stumbling blocks as Om begins to drift away, leaving Vini with a profound sense of betrayal. Just when all hope seems lost, a strange encounter shakes Om's world, promising to alter the course of everything.

Watch the interaction here:

54th IFFI : Press Conference on Gujrati film 'Hurry O...



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