

MA&TH Entertainment Network film selected for Tokyo International Film Festival

Tokyo—October 27, 2023—Hakuhodo Inc., an integrated marketing and innovation company based in Tokyo, is pleased to announce that a film produced by India-based Hakuhodo Group company MA&TH Entertainment Network has been accepted into Tokyo International Film Festival 2023 as an official competitive selection.

One of Asia's largest and Japan's leading international film festival, Tokyo International Film Festival features open-air screenings, voice-over screenings and appearances by actors, as well as seminars and symposiums related to the film market. The MA&TH Entertainment Network film will be competing in the "Asian Future" section, a platform specially curated for directors' first to third feature films.

Sumo Didi, produced by Jio Studios, Fresh Lime Films and MA&TH Entertainment Network is a film based on the true story of India's trailblazing first female sumo wrestler, Hetal Dave, who shattered gender stereotypes in a male-dominated sport. Beyond Dave's accomplishments in the ring, *Sumo Didi* sheds light on the challenges faced by women in society, taking viewers on a journey of self-discovery and resilience.

Amit Chandrra, CEO of MA&TH, said:

"We are absolutely thrilled that our debut venture as producer of *Sumo Didi* is receiving its world premiere at the Tokyo International Film Festival. We are looking forward to the audience's reaction and hope it inspires and empowers viewers globally."

■ **About MA&TH Entertainment Network**

MA&TH combines over 20 years of experience from Marching Ants and Trigger Happy, both leading creative agencies that have continuously revolutionized marketing solutions in the Indian and regional entertainment industry. As an award-winning group, MA&TH provides clients with end-to-end integrated solutions, including strategy, creative (print and audio visual), content creation, events and digital campaigns. MA&TH has been part of the Hakuhodo Group since 2022.

■ About Hakuholdo

Founded in 1895, Hakuholdo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, the company is the core agency of Hakuholdo DY Holdings, the world's 8th largest agency company according to *Ad Age's* "Agency Report 2023."

Sei-katsu-sha insight is the foundation for Hakuholdo's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuholdo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the completely digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuholdo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

To learn more, visit: www.hakuholdo-global.com

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