

The iconic Vespa to be presented to Bedabrata Pain for his prestigious win at the River to River Florence Indian Film Festival



~National Award winning Debut director to ride back home on the classic Vespa~

Kolkata, September 2nd, 2013: Reiterating its long-standing Italian-Indian connect, Italian auto giant **Piaggio** felicitates Director, Bedabrata Pain in Kolkata for his win at the 12th edition of the River to River Florence Indian Film Festival. River to River is the maiden festival exclusively crafted for films from and about India, formed under the patronage of the Indian Embassy and its Roman counterpart. Celebrating Indian talent, Piaggio honours the work of debut director, Bedabrata Pain, winner of National Award for Best Debut Director by presenting him a Vespa, an aspirational lifestyle brand.

Speaking on their association with the film festival, **Ravi Chopra, Chairman and Managing Director, PVPL** said, “We are delighted to felicitate Bedabrata in Kolkata for his prestigious win at the River to River Festival. Vespa has always had a strong connect with the films and our association with River to River is the ideal fit since it links the Italian-Indian connect and cinema in the best fashion. We laud Bedabrata Pain on his achievement and are certain that he is the future pride of the Indian film fraternity.”

Commenting on this commemoration, **Selvaggia Velo, River to River**, said, “I am extremely glad about the collaboration that River to River Florence Indian Film Festival has had with Piaggio, and the award that is given is special and extremely unique: a Vespa. The film that has won our Audience Award in 2012 has also won this Piaggio

Award and it deserves it all, along with his first time director Bedabrata Pain, who charmed our Florence audience during the screening. Hurray for the beautiful 'Chittagong' !

Accepting this honour, debut director **Bedabrata Pain** expressed his joy, *"This award is truly special for me. Not just because of the infinite love, support and appreciation 'Chittagong' received in the magical city of Florence, but because of the award itself. My father never got to know about the award - he passed away when i was in Florence, but the scooter he rode all his life was Vespa. My childhood memories are indelibly connected with this scooter. I'm overwhelmed that the first ever prize 'Chittagong' won consists of a Vespa."*

Bedabrata Pain, a passionate director, won national accolades for his first debut movie 'Chittagong'.! With an immense drive to make good cinema, Bedabrata gave up his 15 year old NASA career to capture untold stories.

About Piaggio Vehicles Pvt. Ltd

PVPL is a 100% subsidiary of Piaggio & C S.p.A of Italy, which is one of the global leaders in two-wheelers. Piaggio invented the Vespa in 1946 and later pioneered the apé, the three-wheeler in 1947. PVPL commenced its India operations in 1999 with the launch of apé, which became India's favorite three-wheeler brand in a short span of time. apé vehicles are engineered for higher fuel efficiency, rugged performance and outstanding load carrying capability. Living up to Piaggio's core philosophy, all PVPL vehicles conform to the most stringent quality and environmental standards and offer extraordinary value for money.