

Priyanka Chopra at the 59th Idea Filmfare Awards 2013 Press Conference

•Written by amit bachchan•

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For decades, movies have been a religion in our country and film stars our demi-gods. And every Friday, the followers increase by leaps and bounds. Our movies find appreciation worldwide with each passing day. In 2013, Indian cinema turned 100. A landmark year for the industry and moviegoers.



Being the pioneer of film magazines and award ceremonies in India, Filmfare celebrates the glorious history of our films. The Filmfare Awards have always been the gold standard to gauge excellence in cinema for the past 60 years. The first award ceremony was held on March 21, 1954 at the Metro Cinema with five award categories – Best Film, Best Director, Best Actor, Best Actress and Best Music Director. Today, we have 31 award categories. The awards night remains the most sought after event of the film industry. It's the night when the biggest stars shine together. And this year, will be no different. We are thrilled to announce that the 59th Idea Filmfare Awards 2013 will be held on 24th January, 2014 and we continue our association with

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Idea, our partners and title sponsor for the Awards. It's a relationship that is well into its sixth year now.



The Black Lady, the coveted Filmfare statuette has seen it all. On the 24th, she will take you on a humorous walkthrough of Bollywood of the future. It will be a time where a lot would have changed, but a lot would still stay the same. In keeping with the futuristic theme, the Black Lady has, this time, not been cast from her usual mould, but each trophy has been digitally sculpted in 3-D.



The 59th Idea Filmfare Awards for 2013 are all about commemorating the magic of the movies and paying tribute to unforgettable stars, films, songs, dialogue and celluloid memories.

Gracing the occasion to announce the most anticipated award ceremony of 2014, was Priyanka Chopra along with Mr. Tarun Rai - Chief Executive Officer, Worldwide Media, the publishers of Filmfare magazine and Mr. Rajat Mukarji - Chief Corporate Affairs Officer, Idea Cellular. Together they lit the lamp marking the start of yet another magical journey to honour Hindi cinema's best.

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