



THE OFFICIAL AWARDS



INTRODUCTION

They have the power to mesmerize gods and kings alike. These elegant maidens have captivated minds from antiquity to modern times. They have been a source of our arts and fantasy, our literature and lore. From them the idea of glamour, grandeur and excellence emerge. They are Apsaras, the celestial beings that represent everything that the Indian film & television industry stands for. And at the Apsara Awards we honour these qualities of our industry and its people.

The Apsara Film & Television Producers Guild Awards is a prestigious award presented by the film & television fraternity to its peers. The first Apsara Awards ceremony was held on May 29, 2004, and since then have been acknowledged as one of the most respectable and impartial awards. This is made possible because the members of the Guild are the most respected and experienced luminaries in the industry.

The Apsara Awards honour path-breakers and visionaries, artists who constantly innovate and leave a lasting impression. Each year the best stars, television actors and people behind the scenes are nominated for the awards by selected members of the guild. Special care is taken so that only the best of the best are awarded this prestigious honour. This makes Apsara Awards the true representative of the film & television industry - The Official Awards.

An
initiative
by





Indian cinema luminaries Amitabh Bachchan,
Ramesh Sippy, Sanjay Leela Bhansali,
Aishwarya Rai Bachchan and Karan Johar at
the Apsara Awards 2011.



"The Apsara Awards are truly the most prestigious honour presented by peers from the Indian film & television industry.

It exemplifies the soul of the industry and is the only pedestal where both industries are respected and honoured equally.

The Apsaras are a fitting tribute to the creativity and undying perseverance of the members of the film and television fraternity.

What sets these Awards apart is the completely fair and informed decision-making that are embedded in its process. Over the last few years, the Apsara Awards have become one of India's most respected and impartial awards.

To win an Apsara is indeed a matter of great pride!"

Ramesh Sippy

President

Film and Television Producers Guild of India

AWARDS YEAR & ELIGIBILITY

The 7th Apsara Film & Television Producers Guild Awards™ shall be given for excellence and achievement in theatrical motion pictures and television and cable programs.

- All motion pictures and television and cable programs exhibited or broadcast between 1st January 2011 and 31st December 2011 shall be eligible for nomination.
- The criteria for eligibility of motion pictures are as follows:
 - o Motion pictures must be feature-length (over 60 minutes in running time), and must be first publicly exhibited (previews included) by means of 35mm film, 70mm film or digitally before a paying audience in a commercial motion picture house in India for at least a seven-day consecutive run commencing between 1st January 2011 & 31st December 2011, following normal release procedures and advertising consistent with the treatment of the producer's other pictures.
 - o If the motion picture has been theatrically exhibited elsewhere prior to its qualifying theatrical exhibition in India, it shall be eligible if the prior exhibition occurred after 1st January 2011. If the motion picture has been previewed on cable television after 1st January 2011 and prior to its qualifying theatrical exhibition in India, it will be considered eligible in the year of its qualifying theatrical release.
 - o Motion pictures dubbed in Hindi will not be accepted as a valid entry.

- The criteria for eligibility of TV and cable programs are as follows:
 - o Television and cable programs must have been broadcast or cablecast in India between 1st January 2011 and 31st December 2011.
 - o FTPGI's determination as to eligibility shall be final and non-reviewable.
- Every entry should be accompanied by a cheque of Rs. 5,000/ in favour of the Film & Television Producers Guild of India Limited. The entry fee is a contribution to the Guild for its pursuit of the contentious issue of copyright that plagues the film industry.
- 250 copies of Audio CD's and DVD's, Censor Certificate, Proof of Release and Credit List must accompany any film entry submissions.
- A VCD/DVD synopsis must accompany any TV/Cable entry submissions.
- The software acquired or provided shall become the property of the Guild Awards, with the provision that the Guild shall use such footage towards fulfillment of Apsara Awards objective.
- In submitting a film for the Apsara Award consideration, the film's owners are deemed to have conveyed to the Guild and the event producers, the right to choose excerpts from the film at the Guild/event producer's sole discretion.

The Apsara Film & Television Producers Guild Awards™ are the property of, and all rights thereto are reserved by The Film & Television Producers Guild of India and Wizcraft International Entertainment Pvt. Ltd.



Salman Khan delights one and all
at the Apsara Film & Television
Producers Guild Awards.

"The Apsara Awards are presented by the fraternity which makes them truly represent the 'Perfect Choice'. As an award presented by the most knowledgeable and sincere luminaries of the film and television fraternity, it truly is a defining moment to receive an Apsara. By being the benchmark of excellence within the industry, the Apsaras are the embodiment of the human form reaching for the stars. The Apsaras will continue to be the one that every Indian film maker and actor dreams of achieving in his career and will be around to honour India's finest for years to come."

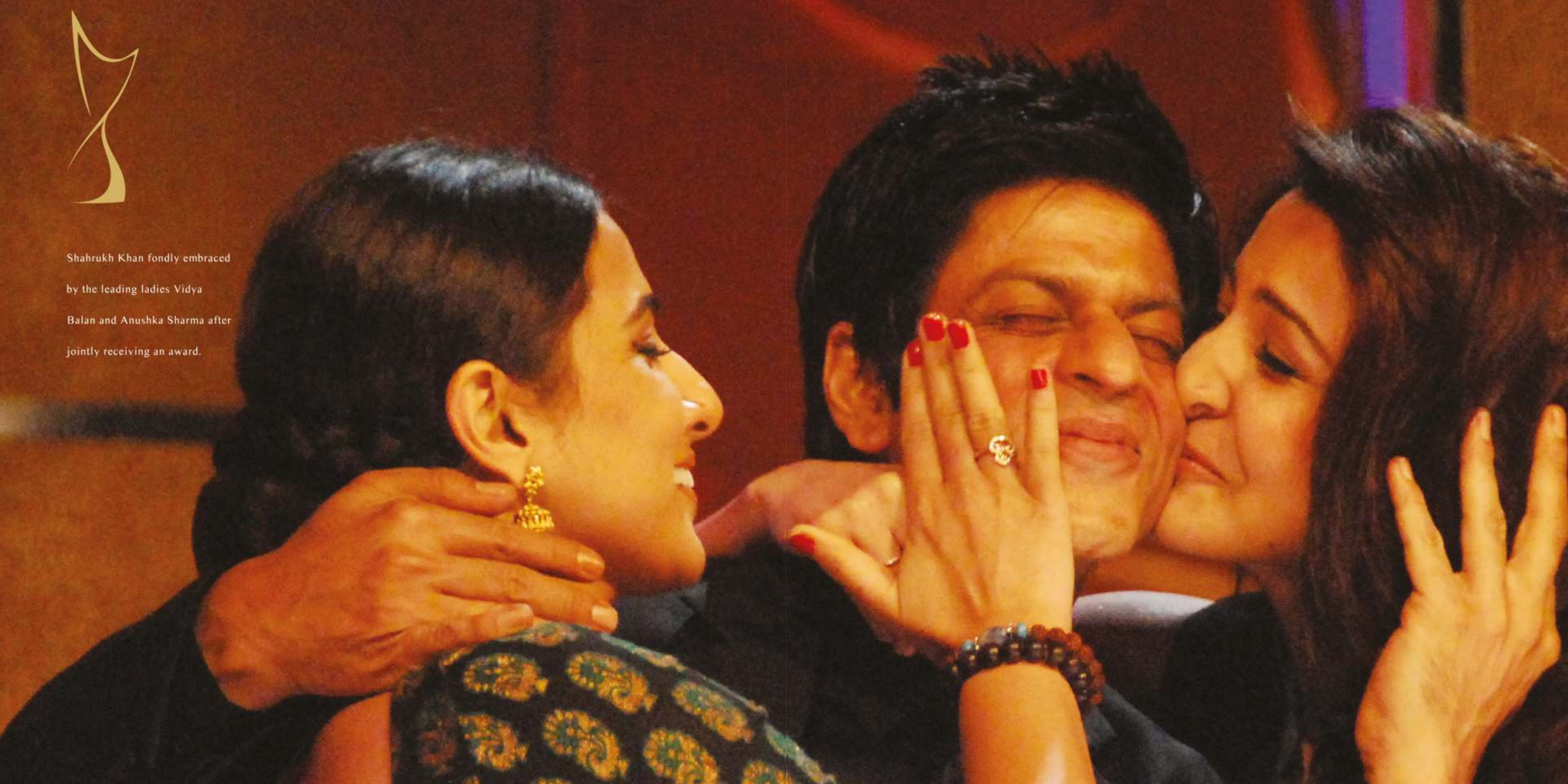
Yash Chopra
Senior Member and Renowned Producer-Director

RULES & REGULATIONS (GENERAL)

- By participating in the 7th Apsara Film & Television Producers Guild of India Awards™ process in any manner, the participant is deemed to have read, understood and unconditionally accepted the terms of the Rules and Regulations of the Awards which may be updated from time to time.
- While all attempts will be made by the Film & Television Producers Guild of India to reach out to all the Television and Film producers with registered offices in India either directly or indirectly through public notice, there is a possibility of missing potential participants due to dated or incorrect addresses in the database. The Film & Television Producers Guild of India cannot be held accountable for the same.
- The person or persons submitting an entry in a motion picture for the 7th Apsara Film & Television Producers Guild of India Awards™ accept that without any fee/charge, they give the Film & Television Producers Guild of India the license to select excerpts from the film/TV program which illustrate the nominated entry and use the clipping and music piece in the Awards Show for global broadcast on television and all media.
- In agreeing to be submitted for eligibility and possible nomination, the entrant gives his or her permission to The Film & Television Producers Guild of India, the producers of the Awards Show and the broadcast networks to use his or her likeness in any promotional activity for the Awards Show. Banners, distributors, and networks submitting their projects on the basis that rights are granted unconditionally to show clips of nominated films and television programs both domestically and internationally.
- The Film & Television Producers Guild of India may add or delete or make modifications to the existing Award categories, if required.
- Decision of the Film & Television Producers Guild of India on all matters is final and binding on all participants.
- The Film & Television Producers Guild of India reserves the right to withdraw or amend the terms of the Awards at any time and does not take responsibility for any loss or damage that any person or organization may suffer as a result of participating or attempting to participate in the Awards, the Awards being withdrawn or its terms amended.
- The Film & Television Producers Guild of India cannot and shall not be accountable/liable for any disruptions/stoppages/interruptions or cancellations of the Awards. The Film & Television Producers Guild of India and its associates cannot be held responsible for matters out of its control and for force majeure reasons.
- Additions, deletions and/or modifications to these Rules are at the discretion of The Film & Television Producers Guild of India. They may make such additions/deletions and/or modifications, at any time before or after the Awards.
- All disputes relating to or arising out of the Awards shall be subject to the laws of India, and shall be subject to the exclusive jurisdiction of the courts of competent jurisdiction in Mumbai, India.
- The Participants, Nominees and Winners agree that they shall hold harmless The Film & Television Producers Guild of India/Organizers and Sponsors, their employees, officers, associates or other persons and shall defend them against any loss, claim, demands, judgements, expenses or liability arising out of or in connection with any or all claims that may be brought against The Film & Television Producers Guild of India /Organizers by any third party in connection with participation in or winning the Award
- If at any time, any information provided by any participant is found incorrect in any manner, then the participant will not be permitted to continue participation in the Awards.
- If, after the conclusion of the Awards ceremony, any information provided by any participant is found to be incorrect in any manner, the participant will be liable to return the Award and any monetary/non-monetary incentives provided as part of the Award.
- The Film & Television Producers Guild of India has the right to ask for proof of information to be provided/audit the information provided in the Submission Form. If such a request is made and the participant does not agree, the participant can be disqualified and the Award can be declared in favour of the next choice.
- Determination of whether information is correct or not rests with The Film & Television Producers Guild of India and final decision will be taken in consultation with the Audit Firm.
- The Apsara™, is the property of, and all rights thereto are reserved by The Film & Television Producers Guild of India. The Apsara™ statuette may not be reproduced or used in any commercial manner unless otherwise permitted by The Film & Television Producers Guild of India. Possession of The Apsara™ is solely for the honour of the recipient and is restricted to the recipient, the recipient's spouse and the recipient's domestic partner, the recipient's children or The Film & Television Producers Guild of India. (The recipient's spouse, the recipient's domestic partner, the recipient's children are referred to as 'Permitted Donees'.) Transfer of The Apsara™ to a Permitted Donee shall not be valid unless the Permitted Donee agrees in writing not to transfer The Apsara™ to any person other than The Film & Television Producers Guild of India. Any transfer of The Apsara™ other than as hereby permitted violates The Film & Television Producers Guild of India's property rights and is prohibited.
- The Film & Television Producers Guild of India Awards™, FTPGIA Awards™ and The Apsara™ are trademarks and service marks of The Film & Television Producers Guild of India and may not be used except in accordance with our guidelines or with special written permission. Guidelines can be requested from the Awards office.
- Any question concerning the interpretation of these Rules and Regulations shall be submitted to the awards Committee whose decision shall be final and binding.



Shahrukh Khan fondly embraced
by the leading ladies Vidya
Balan and Anushka Sharma after
jointly receiving an award.



RULES & REGULATIONS (PROCESS AND VOTING)

- Voting for awards shall be restricted to members of The Film & Television Producers Guild of India.
- Entries for both Television and Film (technical and popular) categories are invited to send in official entries of Television shows/programs and Films released between 1st January 2011 to 31st December 2011
- There will be 3 Juries. A Jury for the Television Awards, a separate Jury for the Film TECHNICAL Awards and a separate Jury for the Film POPULAR Awards.
- A master list is compiled with all these official entries and presented to the Jury for short-listing nominees.
 - o Television Awards: Nominees shortlisted by respective Jury members, winners determined by the same Jury.
 - o Film TECHNICAL Awards: Nominees shortlisted by respective Jury members, winners determined by the same Jury.
 - o Film POPULAR Awards: Nominees shortlisted by the Jury, winners determined by voting of the members of The Film & Television Producers Guild of India.
 - o Process Auditors will tabulate all the Guild Votes.
 - o Special Awards: Nominated and voted on by the Guild's Special Awards Committee, The Film & Television Producers Guild of India's Lifetime Achievement is bestowed for outstanding achievement.
 - o If any special recommendations are made by the Jury or management then additional awards may be added.
- Online Ballot Forms with Film Popular Awards nominees and voting mechanism are sent to members of the Guild to cast their vote online through emails.
- Ballots and online voting mechanism shall be supplied by The Film & Television Producers Guild of India.
- Ballots will be mailed to members' email addresses as they are listed with the Guild.
- In the case of person/s that are unable to access online technology, arrangements will be made to accept the vote in a physical form or the Guild would send an auditor with a laptop to the member's house to cast their vote.
- Voting for the final Awards shall be by secret ballot.

- The entries receiving the highest number of votes on the final ballot will become the recipient of the award in that category.
- In the event of a tie for first place in final balloting, awards shall be given for all entries so tied.
- An entry submitted for The 7th Apsara Film & Television Producers Guild of India AwardsTM consideration may not be withdrawn after the submission deadline.
- The 7th Apsara Film & Television Producers Guild of India AwardsTM shall be conferred at an Awards Presentation ceremony.
- The process is not subject to review by any participant. The Film & Television Producers Guild of India will not entertain any communication in this regard from any participant.
- Participation in the 7th Apsara Film & Television Producers Guild of India AwardsTM does not necessitate winning an award.

LIFETIME ACHIEVEMENT AWARD

- The Film & Television Producers Guild of India Special Awards Committee will nominate and vote for the recipient of this award.
- Deceased candidates will not be considered.
- The name of the recipient may be revealed in advance of The 7th Apsara Film & Television Producers Guild Awards telecast.
- In the event that the recipient cannot attend the function, the award may be omitted from the telecast at the discretion of the Apsara Film & Television Producers Guild Awards Committee.
- The Film & Television Producers Guild of India Lifetime Achievement Award is the property of, and all rights thereto are reserved by The Film & Television Producers Guild of India and Wizcraft International Entertainment Pvt. Ltd.

THE CATEGORIES

TELEVISION AWARDS

- Best Non-Fiction Series
- Best Drama Series-Fiction
- Best Director-Fiction
- Best Actress in a Drama Series
- Best Actor in a Drama Series
- Best Writer
- Best Ensemble Cast
- Best Comedy Series

FILM AWARDS

Technical Awards

- Best Editing
- Best Cinematography
- Best Art Director
- Best Sound Recording
- Best Special Effects
- Best Costume Design
- Best Re-recording

Popular Awards

- Best Screenplay
- Best Story
- Best Dialogue
- Best Choreography
- Best Lyrics
- Best Music
- Best Male Singer
- Best Female Singer
- Best Performance in a Comic Role
- Best Performance in a Negative Role
- Best Actor in a Supporting Role
- Best Actress in a Supporting Role
- Best Actor in a Leading Role
- Best Actress in a Leading Role
- Best Director
- Best Film

