



Ghoomer's gritty tale enthuses the Mumbai Deaf Women's Cricket Team at a special screening at PVR

Abhishek Bachchan and Saiyami Kher amazed with the team's determined energy

Mumbai, August 23rd, 2023: Cricket is India's most popular game; nothing can beat the euphoria of watching our players own the game. The men's and women's cricket teams swell our chests with pride. Recently released "**Ghoomer**" is a poignant tale showcasing the achievements of differently abled athletes in the face of adversity. The plot revolves around **Anina (Saiyami Kher)**, a gifted cricket player whose aspirations are shattered by a life-altering event. Regardless of the setback, Anina remains unyielding, and, with the guidance of her coach **Paddy (Abhishek Bachchan)**, she embarks on a journey to make a comeback. The duo collaborates to create a unique bowling technique, Ghoomer, which becomes the cornerstone of Anina's triumph. The movie is a potent reminder that no challenge is insurmountable if one has the courage to persevere.

In a remarkable celebration of sporting determination and perseverance, PVR INOX hosted an exclusive screening for the Mumbai Deaf Women's Cricket Team. The movie stands as a testament to the indomitable spirit of athletes who have triumphed over challenges in the realm of sports and served as a true tribute to the real-life sportswomen, who have stood against all odds. The eventful evening witnessed the presence of **Abhishek Bachchan and Saiyami Kher**, who added an extra layer of excitement for the attendees. The renowned star cast joined the Mumbai Deaf Women's Cricket team for this special occasion, marking a true fusion of inspiration and recognition, and were amazed with the Team's determined energy.

The players were captivated by the stellar performances portrayed in the movie and took the opportunity to engage with the star cast in conversations that highlighted the dedication and hard work put into bringing the narrative to life.

Commenting on the overwhelming response received for the film across the country, and during the screening, **Gautam Dutta, Co-CEO - of PVR INOX Ltd**, said, "*Ghoomer stands as a profoundly moving cinematic piece, a testament to unwavering commitment, resilience, and unyielding determination in the face of challenges. The narrative not only resonates with those who have triumphed over adversity but also resonates with all those who aspire to excel in the world of sports. It has been a privilege for us to extend our hospitality to the Mumbai Deaf Women's Cricket team. Much like Anina's character in the film, these exceptional athletes exemplify breaking boundaries and realizing ambitions. Their genuine appreciation for the film is truly gratifying, and we eagerly anticipate embarking on many more such meaningful initiatives in the times ahead.*"

Roma Balwani, CEO of Indian Deaf Cricket Association, commented on the screening and the movie and shared, "*Ghoomer is truly an exceptional film, and the thoughtful arrangement of this special evening by PVR INOX has been deeply appreciated by all of us, especially the team. The film possesses an inherent emotional resonance and strikes a chord not only with our women's cricket team but also with athletes confronting similar challenges. It's heartening to witness their stories of perseverance, dedication, and innate talent being acknowledged and celebrated. Our appeal is to help create awareness about disability sport & deaf cricket in India which will immensely help gain recognition from the GOI, Ministry of Youth Affairs & Sports in this category of cricket. We look forward to more support for this worthy cause of providing official recognition for this distinct cricket category.*"



Sharing his reflections on the evening, **Actor Abhishek Bachchan**, who portrays the role of Coach Paddy in the film, expressed, *"Meeting these remarkable female athletes, who, much like Anina, have triumphed over adversities to achieve the extraordinary, is an immense privilege. Their genuine appreciation and recognition for Ghoomer hold a special significance. Being a part of this event brings me immense joy. In connecting with the women cricketers of IDCA, I earnestly hope that our film, akin to their journey, serves as an inspiration for aspiring cricketers and athletes at large. My heartfelt gratitude to PVR INOX for this opportunity."*

About PVR INOX

PVR Limited completed the merger of INOX Leisure Limited, effective February 06, 2023. The merged entity is India's largest film exhibition company, with **1708 screens across 361 properties in 115 cities (India and Sri Lanka)**. Since their inception, PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child-friendly audis, the latest screening technology, superior sound systems, wide range of F&B offerings, film and non-film content and an array of formats in the premium screen category.

About IDCA

IDCA was formed in 2020 by Mr. Sumit Jain (Member Differently-Abled Cricket Committee, BCCI) registered under the Societies Registration Act 1860 with the sole aim to promote the game of Cricket amongst the deaf athletes of the country and to provide them the platform to showcase their talent and to represent their respective states at national level and country at International level. Indian Deaf Cricket Association (IDCA) is a governing body for deaf cricket in India and a member of DICC (Deaf International Cricket Council) which closely works with ICC to promote Cricket amongst Deaf Cricketers globally.

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IDCA conferred with the prestigious Mahatma Award 2023 for promoting inclusivity in sports

New Delhi, XX October 2023: The Indian Deaf Cricket Association (IDCA) has been conferred with the prestigious “Mahatma Award 2023” for their exemplary contribution to promoting inclusivity for differently-abled sports-persons in traditional sports.

The award was presented to Ms Roma Balwani CEO of IDCA and Ms Reena Jain Malhotra, Patron of IDCA, on the eve of the 154th birth anniversary of Mahatma Gandhi in New Delhi. Team members from the IDCA women’s league were also present at the ceremony.

***Mr Amit Sachdeva, Founder, Mahatma Awards said,** “This is indeed a phenomenal initiative for promoting ability in sports. By bringing specially-abled into mainstream sports, such as cricket, we are actually making equality in sports. We all must come together to invest in this to take it forward. Excellent work by the Indian Deaf Cricket Association.”*

IDCA has been breaking down barriers for differently-abled sportspersons by providing a platform for hearing-impaired individuals to showcase their talent in cricket. Formed in 2020, closely works with the ICC to promote cricket amongst deaf cricketers globally. It is engaged in organising matches at the national and international level.

***Speaking on the occasion, Ms Roma Balwani, CEO, IDCA said,** “We believe that sports have the power to bring a positive change in the society and unite the people. Our motive is to empower the 26.8 million differently-abled people of the country and instil the belief that nothing is impossible.”*

*“We are honoured to be presented with this esteemed award on the occasion of the 154th Birth Anniversary of the Father of the Nation. The recognition will motivate us to continue with our efforts to promote inclusivity in mainstream sports,” **she said.***

The Mahatma Award is conferred to organisations for accomplished and influential social and community initiatives. It acknowledges remarkable contributions in diverse fields such as sustainability, philanthropy, shared value, and corporate social responsibility. Moreover, it recognizes those who use their literary and creative genius to bring social consciousness to the forefront. Founded and instituted by Philanthropist Mr Amit Sachdeva, also known as ‘The CSR Man of India’, the annual award is supported by the Aditya Birla Group and the United Nations Development Programme (UNDP).

For more information, follow IDCA on Twitter: [@indian_deaf](https://twitter.com/indian_deaf)

About Mahatma Awards

Since its inception, the Mahatma Award has been a platform for honouring the most accomplished and influential social and community initiatives. It spans both the private and public sectors, acknowledging excellence in diverse fields such as sustainability, philanthropy,



shared value, and corporate social responsibility. The recipients of the Mahatma Award are not just ordinary achievers; they are extraordinary change-makers who are actively contributing to the betterment of humanity. Moreover, the award also recognizes those who use their literary and creative genius to bring social consciousness to the forefront, further emphasizing the power of art and culture as vehicles for change.

About IDCA

Formed in 2020 by Mr Sumit Jain, Vice President & member of DCCI (Differently-Abled Cricket Committee, BCCI) registered under the Societies Registration Act 1860 with the sole aim of promoting the game of Cricket amongst the deaf athletes of the country and to provide them the platform to showcase their talent and to represent their respective states at national level and country at international level.

Indian Deaf Cricket Association (IDCA) is a governing body for deaf cricket in India and a member of DICC (Deaf International Cricket Council) which closely works with ICC to promote Cricket amongst Deaf Cricketers globally. (Equal opportunities, protection of rights & full participation). It is solely dedicated to serving the cause of persons with disabilities. DCS was founded in April 2012 and its area of operation is across the entire country.

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IDCA awarded the prestigious BRICS-CCI Annual Recognition Awards 2024- B.A.R.A for Community Excellence.

- *BRICS-CCI Annual Recognition Awards 2024: Celebrating excellence, innovation, and collaboration within BRICS nations.*
- *IDCA conferred the prestigious BRICS CCI Community Excellence Award.*
- *IN recognition of the pioneering work in transforming the landscape of deaf cricket & fostering more inclusive environment.*
- *The award was received by Patron, Reena Jain Malhotra, CEO, Roma Balwani, Committee Member, Jyoti Jain, Secretary, Ajay Kumar, IDCA*

New Delhi. 23rd January 2024. The BRICs Chamber of Commerce successfully hosted the BRICS-CCI annual Awards 2024 in New Delhi. The awards presented were for excellence, innovation, responsible business practices, community service & commitment to a sustainable future.

IDCA was conferred the prestigious BRICS CCI Community Excellence Award in this glittering ceremony. The award was received by Patron, Reena Jain Malhotra, CEO, Roma Balwani, Committee Member, Jyoti Jain, Secretary, Ajay Kumar, Indian Deaf Cricket Association.

Roma Balwani, CEO, IDCA said, "It was an honour for IDCA to be given the prestigious BARA award for Community Excellence. It underscores the importance of mainstreaming disability sport and IDCA's endeavour is to provide a platform for talented hearing-impaired Indian cricketers, both men & women to showcase their prowess in the game of cricket. We recently concluded a successful maiden women's T 10 tournament which was held in early January 2024 which celebrated & signalled the focus on diversity & inclusion. "

Patron, Reena Jain Malhotra commented, "We are privileged to receive this maiden BRICs BARA award which recognised the effort and hard work of teams across India of young hearing-impaired students who have a passion for cricket. Today, I am delighted to receive this award in recognition of our hearing-impaired President, Sumit Jain & his team's immense contribution to encourage, transform the lives of many of these specially abled Indian cricketers and give them the opportunity to play in national & international matches and be proud of their achievements."

Executive Director, Co-founder of BRICS-CCI and Concept Founder B.A.R.A, Dr. Sushil Singh emphasized B.A.R.A's alignment with Prime Minister Modi's vision of "Vasudhaiva Kutumbakam" (The World is One), embodying a commitment to unleash the power of the expanding BRICS bloc. Under the theme "Invest in our Planet," the awards presented during the event recognised outstanding achievements in Academia, Business, Community, Media, and policymaking from various BRICS nations.



KJ Alphans, former Union Minister of State for Tourism and Guest of Honor, gave away the awards in the august presence of Chief Guest, Maharaja Dr. Karan Singh, former member of Rajya Sabha.

About BRICs CCI Annual Recognition Awards (BARA)

BARA is deeply aligned with Prime Minister Modi's ethos of 'Vasudhaiva Kutumbakam'- One Earth, One Family, One Future.

The awardees here have been felicitated under five different categories: Academia, Business, Community, Media and Policy Making.

This celebration of excellence and global cooperation underscores the importance of collaborative efforts in addressing the challenges and opportunities that lie ahead.