

## Press Release

### CAMARENA Academy Hosts Photography Awards

**Kolkata, 27th January, 2016:** CAMARENA, one of the largest multi-branded camera retail chain today hosted its first edition of **CAMARENA Academy Photography Awards** at South City International School Auditorium. Magnum Photographer, **Padmashree Raghu Rai**, **Mr. Vivek Das**, famous advertising and commercial photographer, **Mr. Vineet Vohra**, famous street photographer, **Mr. Dhritiman Mukherjee**, India's most famous wildlife photographer and **Mr. Soumitra Datta**, awarded landscape photographer, were present to grace the occasion as esteemed judges, along with **Mr. Anup Kanodia, Director, Capital Photo Service Private Limited.**

CAMARENA Academy was setup to educate both its employees and customers and to promote photography. The Academy regularly invites awarded and accomplished photographers together with photography enthusiasts, every weekend to share, discuss and learn from each other. The Facebook group of CAMARENA Academy was created to engage budding photographers in social media and provide appropriate guidance to them.

A contest was incorporated into the CAMARENA Academy Facebook group where pictures were nominated every day as “**Mentor's Choice**” by photographers like **Mr Debraj Chakraborty, Ms Lopamudra Talukdar, Mr Raj Sarkar; Mr Umesh Gogna and Mr Arghya Chatterjee**, amongst others. 1 lakh entries came in for this contest from more than 35,000 participants of which 400 best images were nominated in this contest. After proper verification, all participating pictures were categorized into: **Street, Landscape, Travel, Portrait and Wildlife.**

“We created the Facebook group to recognize and honour the outstanding work by photography enthusiasts across the country. This contest is not just for the professionals but for everybody who loves to indulge or get inspired in photography. This is the first edition of CAMARENA Academy Photography Award. We will create this as an annual property and next year it will be bigger and better”, said **Mr. Anup Kanodia, Director, Capital Photo Service Private Limited.**

This event will include a photography workshop conducted by **Padmashree Raghu Rai** for the aspiring photographers. The best participating images in the contest will be analyzed and discussed by the esteemed judges followed by the awards ceremony. Each category would have 3 prizes while the images coming **FIRST** in each category will compete for the **GRAND** prize of Rs. 1 Lakh.

#### **About CAMARENA Academy:**

CAMARENA Academy was setup to educate both its employees and customers and to promote photography. One of the most important objectives of the Academy has been to create a platform for photographers to discuss and share their work. The Academy regularly invites awarded and accomplished photographers together with photography enthusiasts, every weekend to share, discuss and learn from each other. This event is popularly called Photography Adda and is free for all photography enthusiasts. The Academy also regularly conducts weekend workshops together with seminars, Photo-walks, Photography tours, excursions and contests across the country.

**For Further Information Contact:**  
Sagittarius Communications Pvt Ltd

Sreeraj Mitra/ Saurav Mukherjee / Adrija Roy Chowdhury  
Ph:9007307884 / 8697719310 / 9051303555