

Celebrating 10 years, IIFA & FICCI institute
"Most Powerful Entertainers of the Decade" Award
IIFA's tenth year celebration flags off!!

February 18, 2009: The year 2009 marks what will be the tenth year celebrations for the International Indian Film Academy (IIFA) and FICCI Frames. Honoring this journey, the two institutions came together to take Indian Cinema to newer heights, bestowing awards on the ten most powerful entertainers of the decade at the Renaissance, Powai last evening.

Together, FICCI and IIFA awarded the actors - male and female who have played a very important role in taking Indian cinema overseas to a global audience and in turn set standards, compelling film industries and foreign countries to work with the Indian Film Industry.

Actresses **Priyanka Chopra**, **Kareena Kapoor**, **Preity Zinta** and **Shilpa Shetty** were in attendance among the women and **Amitabh Bachchan**, **IIFA Brand Ambassador** was at hand, accepting great praise from Hollywood icon **Danny Glover** and the 'Most Powerful Entertainers of the Decade' award at the hands of the FICCI Entertainment Committee Chairman, **Mr. Yash Chopra**. The other recipients of the award were **Aishwariya Rai Bachchan**, **Rani Mukherjee**, **Shah Rukh Khan**, **Akshay Kumar**, **Aamir Khan** and **Hritik Roshan**.

Wizcraft International Director, Sabbas Joseph said, *"Over 10 years IIFA has gained tremendous strides having celebrated Indian Cinema across 7 countries, 3 Continents, we are now heading to the 10th IIFA which will be held in June later this year. We are pleased to bestow the FICCI-IIFA awards on the best of the Indian Film Industry."*

Speaking at the ceremony, **Mr. Bachchan** said, *"IIFA began as a concept by three individuals who were running an event management agency (Wizcraft) at the time. They came to me with an idea to take Indian Cinema overseas and I'm happy, proud and honored to be associated with IIFA since. FICCI has been a constant companion with us. Ever since the liberalization of the Indian economy the rest of the world has taken notice to India and everything that is Indian whether it is our food, our color, our clothes, our music and therefore I'd like to give FICCI a great deal of importance and a great deal of gratitude for joining hands with IIFA."*

Priyanka Chopra on receiving the award said, *"Receiving this award for me feels incredible. I'd like to congratulate FICCI and IIFA for completing 10 years and to receive this honor is very special for me. More than anything, sharing this stage with all the great personalities of the film industry is truly an honor for me. Thank you IIFA."*

"You do know whom to thank when you receive an award for a film but for this honor, I'd like to thank FICCI and IIFA together for making this award so special because I can look at this and think that I was part of the 10th year FICCI and IIFA in a small little way" said recipient **Kareena Kapoor**.

About Wizcraft International Entertainment Pvt. Ltd.

Wizcraft International Entertainment, India's leading media and Entertainment Company, is dedicated to showcasing its expertise on the world stage. Having begun its operations in 1988, Wizcraft has conceptualized and produced events staged in Mauritius, UK, New York, Dubai, Singapore, Malaysia, Netherlands, South Africa, Iraq, Australia, Canada, Thailand and Sri Lanka, among others. Wizcraft's clientele comprise leading global corporates, governments of various countries, leading international entertainment and sports associations and celebrities. The company is focused on providing Global Event Management Solutions at the doorstep of its global clientele. Wizcraft is famed with the conceptualization of the coveted IIFA Weekend and Awards; the most respected South Asian Film Academy. Visit www.wizcraftworld.com

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