



GEAR-UP FOR THE FESTIVITES & BIG BANG DECADE CELEBRATIONS OF THE VIDEOCON IIFA WEEKEND AND THE IDEA IIFA AWARDS 2009!!!!

- ZAIA Cirque Du Soleil, the most dazzling and the very first permanent show ever staged in Asia comes to IIFA
- Indian & Hong Kong moguls to chair the IIFA –FICCI Global Business Forum
- Array of performances by celebrities as they descend on the IDEA IIFA Awards night
- Nominations for the Videocon IIFA Golden Decade honors' announced

New Delhi, June 2, 2009: The countdown for the much awaited, fun-filled and exciting tenth VIDEOCON IIFA Weekend at The Venetian Macau has begun. The International Indian Film Academy (IIFA) today announced the 3 day Videocon IIFA Weekend festivities that include the **Zaia Cirque Du Soleil show**, the power packed **'FICCI –IIFA Global Business Forum, Film Media Briefings, IIFA Fashion Extravaganza, IIFA Workshop and the IDEA IIFA Awards**.

Aishwarya Rai Bachchan, who is known for her graceful dancing will perform at the IDEA IIFA Awards 2009. Aishwarya's last performance at IIFA Amsterdam where she was joined by Abhishek Bachchan is considered as one of the most iconic IIFA moments in the last decade. Also setting the stage alight once more, will be the dynamic **Abhishek Bachchan, Bipasha Basu & Anoushka Sharma** (of Rab Ne Bana De Jodi fame). **Sonam Kapoor** too, is set to perform in what will be her maiden LIVE performance. The cast of **DO KNOT DISTURB** (one of the films that will have a media interavtion at IIFA 2009) – Sushmita Sen, Govinda, Lara Dutta & Riteish Deshmukh will also perform together at the IDEA IIFA Awards, which promises to be a spectacular show that will reflect the magnitude of a Decade of IIFA Magic.

After overwhelming the audience with their hilarious antics last year, **Boman Irani** and **Riteish Deshmukh** will once again host this mega event, along with **Lara Dutta**. The International Indian Film Academy (IIFA) will celebrate the VIDEOCON IIFA Weekend and IDEA IIFA Awards in the exotic locale of The Venetian® Macao-Resort-Hotel.

Speaking about the **IIFA Decade, Brand Ambassador, Amitabh Bachchan** said, *“I am delighted to see IIFA celebrate its 10th year. The Indian and international reception to IIFA has grown over the years, cementing its position as a significant larger-than-life phenomenon. This year at The IDEA IIFA Awards, we pay tribute to the greats of Indian cinema through the Lifetime Achievement Awards and the Videocon Golden Decade Honours. We are committed to presenting the talent India has to offer, while giving audiences a chance to experience their film favourites.”*

In its tenth year, IIFA institutes a special set of Awards to commemorate the last decade in Indian Cinema. In celebrating the best of the best, it has put together nominations in five major categories for The Videocon IIFA Golden Decade Honors' to be presented at the IDEA IIFA Awards 2009. The categories will cover the best of the decade across film, director, music and acting performance (male and female).

On their partnership with IIFA, **Mr. Sunil Tandon, Chief Marketing Officer, Videocon Group** said, *"We are excited about our partnership with IIFA to present the Videocon IIFA Weekend. IIFA's proposition of celebrating what India has to offer has a connection with the values of Videocon. We are especially proud of the Videocon IIFA Weekend, as it consists of spectacular events that will undoubtedly make the 10th year of IIFA even more special."*

Day one of the Videocon IIFA Weekend will showcase the stunning and the first permanent performance by the world renowned Cirque du Soleil. Performed by the world-renowned Cirque Du Soleil, ZAIA is a show that highlights dance, movement and aerial acrobatics, soaring to the farthest reaches of space and human beauty.

Day two of the Videocon IIFA Weekend will showcase the best talent in the 'business of business' as the inaugural session of this power packed Forum will feature the attendance of heavyweights from China, Hong Kong, Macau and the Indian business fraternity. The primary objective of the **FICCI IIFA Global Business Forum** presented by Idea Cellular is to address the issue of the *Global Financial Meltdown: Turning Crisis into Opportunity through enhanced cooperation between India and China*.

The Forum will be addressed by some prominent names such as Mr. K K Modi, Past President, FICCI, Mr. Aron Harilela, Director, Harilela Hotels, Hong Kong, Her Excellency Mrs. Nirupama Rao, Indian Ambassador to the People's Republic of China and Mr. M Damodaran, to name a few. One of the main highlights of the forum will be the CNBC – IIFA Global leadership Awards, which would be presented to people for the success stories championed by them across Global markets.

IIFA continues its association with Idea Cellular, one of India's leading mobile service providers. As part of this association, IDEA Cellular will offer a range of value added services and exciting contests for over 44 million subscribers across the country.

Speaking on the association with IIFA, **Mr. Pradeep Shrivastava, Chief Marketing Officer, Idea Cellular** said, *"IDEA IIFA Awards offer a unique platform to showcase the significance of mobile technology in the entertainment arena. Our relationship with IIFA will facilitate a unique experience for our customers by bringing them the IDEA IIFA Awards, for another 3 years."*

Wizcraft International Entertainment Ltd. Director, Sabbas Joseph said, *"IIFA entering its tenth year is proof of its success and we are committed to making this 10th anniversary celebration special. The IDEA IIFA Awards 2009 will showcase a spectacle that comprises stunning performances by the biggest stars from Indian cinema, a congregation of the most influential business personalities from India and China and a unique tribute to Indian*

cinema over the last 10 years. Also part of the Videocon IIFA Weekend is the legendary ZAIA by the Cirque du Soleil and the IIFA Fashion Extravaganza. We are confident that IIFA 2009 will be a sensational celebration of Indian cinema.”

Taking the Greening of the IIFAs forward in IIFA’s tenth year, Panasonic has come on board to support the cause. The focus of the campaign is to build a momentum among the people to encourage lifestyle changes and help protect the environment. Speaking on its first association with IIFA, **Mr. Daizo Ito, CEO - Panasonic India Pvt. Ltd.** said, *“It is an honor for us to be associated with an international cinema platform like IIFA which recognizes excellence in the field of cinema. Our association as the green sponsor provides us the platform to communicate our philosophy of ‘Eco Ideas’ that champions the cause of a greener environment. Taking the Greening of the IIFAs forward this year, we will focus on building a movement to help protect the environment.”*

The Videocon IIFA Weekend and the IDEA IIFA Awards 2009, organized by Wizcraft International Entertainment, will be held at The Venetian® Macao-Resort-Hotel in Macau with the support of Panasonic, Star Plus, the Macau Government Tourism Office (MGTO), Gitanjali Lifestyle and PVR Cinemas.

About IIFA

The International Indian Film Academy, conceptualized and produced by Wizcraft International Entertainment Pvt. Ltd. is supported by the key members of the Indian film fraternity. IIFA is the most respected South Asian film academy and its main highlight, the IIFA Awards is India's biggest media event. With a viewership of almost 600 million worldwide, the IIFAs are among the world's most-watched annual entertainment events.

From a one night celebration in 2000 at the Millennium Dome, London, the last nine years have seen the International Indian Film Academy (IIFA) movement grow into a cine-packed weekend of film-festivals, workshops, exhibitions, film-showcases, global business forums and sporting events, all of which climaxes into the IIFA Awards. The IIFAs have been celebrated in London, Sun City, Johannesburg, Singapore, Malaysia, Dubai, Amsterdam, Yorkshire and the last edition was hosted by Thailand in the amazing city of Bangkok. This year, IIFA celebrates its 10th anniversary scheduled for June 2009 at The Venetian® Macao-Resort-Hotel in China. IIFA 2009 vows to be a virtuoso, enthralling Weekend; while the IIFA Awards will seek celebrate A Golden Decade in Indian Cinema.

For further information, please contact:

Wiz Lizel Noronha

Corporate Communications & PR

Hand phone: +91 9325454642

Wizcraft International Entertainment Pvt. Ltd

5, Satyadev Plaza,

Behind Bhagwati House,

Fun Republic Lane,

Andheri (West), Mumbai - 53

Landline: 4200 1400

Ext: 493