



The **Videocon IIFA Weekend** and the **IDEA IIFA Awards** get off to a flying start at **The Venetian® Macao**

~ IIFA begins festivities to celebrate a decade of magic ~

Macau, June 11, 2009: The 10th year of IIFA kicked off today in style at the glamorous Venetian® Macao-Resort-Hotel. The 3 day **Videocon IIFA Weekend** which reaches its pinnacle with the **IDEA IIFA Awards** plays host to the who's who of the Indian film industry, the corporate world, dignitaries from India and the region, world media and Indian Cinema fans from across the world. **Videocon IIFA Weekend** this year will showcase **the Cirque Du Soleil ZAIA Show, IIFA Fashion Extravaganza, FICCI IIFA Global Business Forum, IIFA Workshop, various upcoming film briefings** and the ultimate in glitz - the **IDEA IIFA Awards Presentation Ceremony.**

Speaking on IIFA's success over 10 years, **IIFA Brand Ambassador, Mr. Amitabh Bachchan** said, *"The 10th year of IIFA holds a special significance for the Indian film industry, establishing the success of the IIFA phenomenon. We present an unforgettable weekend this year, ensuring that IIFA continues in its tradition of the grandest celebration of India."*

"IIFA is an important association which is dedicated to taking Indian cinema to the rest of the world. As a platform IIFA helps promote India on a global scale and fosters exchange in the spheres of entertainment and leisure as well as developing business links between India and countries around the world," said **Mr. Steve Jacobs, President – Macao of Las Vegas Sands Corp.**, parent company of The Venetian® Macao-Resort-Hotel, *"We hope, by bringing to The Venetian® the 10th year celebrations and activities of the Videocon IIFA Weekend 2009, we can show our friends from India and the rest of the world what we can offer, and nurture business in India and make Macao a destination of first choice for many from that great sub continent."*

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 legendary Cirque Du Soleil, ZAIA is a show that highlights dance, movement and aerial acrobatics, soaring to the farthest reaches of space and human beauty. In honour of the tenth year of IIFA, Amitabh Bachchan's statue from Madame Tussaud's London will be unveiled by none other than the IIFA brand Ambassador, Mr. Amitabh

Bachchan himself, making a special appearance at the ZAIA Green Carpet. The wax statue will thereafter be on view at the Hong Kong museum.

Day Two of the Videocon IIFA Weekend will host the **FICCI IIFA Global Business Forum** presented by **IDEA Cellular**. The Forum will showcase the best talent in the 'business of business' with attendance of heavyweights from China, Hong Kong, Macau and the Indian business fraternity, addressing the issue of the *Global Financial Meltdown: Turning Crisis into Opportunity through enhanced cooperation between India and China*. Day two will also see film briefings for upcoming movies '**Jail**' and '**Do Knot Disturb**'.

The IIFA Fashion Extravaganza scheduled for Day 2 of the Videocon IIFA Weekend will be hosted by the stylish duo, Zayed Khan and Sophie Choudhury. The star-studded night will see leading designers like **Rocky S, Manav Gangwani, Anamika Khanna, Farah Ali Khan** and Hong Kong designer, **Chris Chang** showcase their designs at this impressive platform. The Extravaganza will feature show stoppers like **Hrithik** and **Suzanne Roshan** for Farah Ali Khan and the always-chic **Sonam Kapoor** for Anamika Khanna amongst others. Adding glamour to the evening, international singing sensation, **Peter Andre** will perform at the IIFA Fashion Extravaganza held at The Venetian® Macao-Resort-Hotel.

The final day of the Videocon IIFA Weekend will consist of a film briefing for forthcoming film '**Shortcut**'. The day will conclude with the grand **10th IDEA IIFA Awards ceremony**, that will showcase the best of the best that the Indian Film Fraternity has to offer. The **IDEA IIFA Awards** night will witness performances by the graceful **Aishwarya Rai Bachchan** and the dynamic **Abhishek Bachchan**. **Sonam Kapoor** is set to perform in what will be her maiden LIVE performance. 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**.

Speaking 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."*

IIFA's longest standing partner, IDEA Cellular will offer a range of value added services and exciting contests, designed on the theme of 10th IDEA IIFA Awards for over 45 million subscribers across the country.

Taking their association forward again this year, **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."*

Taking the Greening of the IIFAs forward in IIFA's tenth year, Panasonic launched the IIFA Green Badge to mark the cause of protecting our environment. Speaking on its first association with IIFA, **Ikuo Miyamoto, Managing Director, Panasonic Asia Pacific** 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."*

Wizcraft International Entertainment Ltd. Director, Sabbas Joseph said, *"IIFA entering its tenth year is a testament to its impact and the 10th anniversary celebration is undoubtedly special. We are confident of presenting a sensational edition of IIFA that reflects a decade of magic."*

Speaking on the Star TV's association with IIFA, **General Manager and Executive Vice President, Star Plus, Keertan Adhyantaya** said, *"In the tenth year of IIFA, we bring millions of viewers across India, US, UK and South East Asia a truly memorable celebration of Indian Cinema. We are proud to continue our association with IIFA for the fifth consecutive year, ensuring that our viewers experience the best in entertainment."*

The 10th IDEA IIFA Awards ceremony will be telecast on Star TV on July 5th, 2009.

On being the Associate Sponsor for the IIFA 2009 celebrations, **Mr. Mehul Choksi, Chairman, Gitanjali Group** said, *"In India, Indian Cinema stars have the widest mass appeal, making an easy connect with people across regions, cultures, languages and socio-economic segments. For our brands, which also have a pan-India appeal, they are a perfect match. It's why we have extended our support to IIFA. At the Fashion Extravaganza we are showcasing our popular brands Gili, Asmi, Nakshatra and D'damas with designers Wendell Rodricks and Falguni and Shane Peacock."*

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 Gitanjali, Panasonic, Star Plus, the Macau Government Tourism Office (MGTO) 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.