



Experience the best of the Fashion World at the IIFA Fashion Extravaganza at The Venetian® Macao!

~Hrithik & Suzanne Roshan, Sonam Kapoor, Peter Andre to grace the ramp~

Special IDEA IIFA Award for Outstanding Contribution by an Indian in International Cinema to be presented to Aishwarya Rai Bachchan and AR Rahman

Mumbai, June 4, 2009: True to the stylish elegance of IIFA, the trend-setting IIFA Fashion Extravaganza will be a trail blazer event of the Videocon IIFA Weekend 2009 at The Venetian Macao, which will finally culminate with the 10th IDEA IIFA Awards. 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.

The IIFA Fashion Extravaganza presented by Siyaram and Emami, scheduled for Day 2 of the **Videocon IIFA Weekend** will be hosted by the stylish duo, **Zayed Khan** and **Sophie Choudhury**. Adding glamour to the evening, international singing sensation, **Peter Andre** will perform at the IIFA Fashion Extravaganza held at The Venetian® Macao-Resort-Hotel.

Following the IIFA Fashion Extravaganza is the exhilarating **IDEA IIFA Awards** that will showcase the best of the best, that the Indian Film Fraternity has to offer. The IDEA IIFA Awards ceremony will see electrifying performances by Anoushka Sharma, Aishwarya Rai Bachchan, Sonam Kapoor, Abhishek Bachchan, Lara Dutta and Riteish Deshmukh.

Pradeep Shrivastava, Chief Marketing Officer of Idea Cellular, the presenting sponsor of the IDEA IIFA Awards announced that **Aishwarya Rai Bachchan** and **Oscar winner AR Rahman** would be presented the **IDEA IIFA Award for Outstanding Contribution by an Indian in International Cinema**.

The IIFA Fashion Extravaganza has a special significance as it supports the **IIFA Foundation** which was set up in 2003. It is a charity organization set up by IIFA to support families of the film industry workers who have been adversely affected during the production of films. Each year at the IIFA Weekend, IIFA hosts charity celebrity events that are supported by eminent cine stars. IIFA continues this mission at the Videocon IIFA Weekend 2009 by extending its efforts, raising funds and resources for The Foundation.

Wizcraft International Entertainment Ltd. Director, Sabbas Joseph said, *"The IIFA Foundation was initiated to support families of Indian film industry workers. At the Videocon IIFA Weekend, we host the IIFA Fashion Extravaganza to showcase the best of Indian and Chinese fashion, while contributing to a cause that we feel strongly about. The IIFA Fashion Extravaganza receives overwhelming support every*

year, and once again top designers have lined up to stand by this significant initiative. The IDEA IIFA Awards ceremony at CotaiArena will be the grand finale of the weekend."

*Speaking on the occasion **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. This year, we look forward to the IIFA Fashion Extravaganza that will set the tone for the glamorous Awards night."*

On their partnership with IIFA, **Mr. Jaydeep Rathore, Senior Vice President Marketing, Videocon** said, *"The IIFA Fashion Extravaganza is undoubtedly one of the highlights of the Videocon IIFA Weekend. Showcasing the talented designers of India coincides with Videocon's goal of presenting the best India has to offer. We are excited about our partnership with IIFA to present the Videocon IIFA Weekend and all the events that will make this Weekend unforgettable."*

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 and all important events of the film industry and will continue to do so in the years to come. 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."*

Mr. N. Gangadhar - Vice President Marketing, Siyaram Silk Mills said, *"Siyaram's has been closely associated with style and fashion over the years. Our entire clothing line, underlines our extraordinary expertise in design and lifestyle. We are proud to be associated with the IIFA Fashion Extravaganza, as it takes our designs to a world stage."*

Mr Mohan Goenka, Director, Emami Group of Companies, said, *"Emami Ltd feels honoured and privileged to be associated with IIFA. We feel that shining on the borrowed light of a platform, as embellished as IIFA, the Fair and Handsome brand of Emami will have an even more prominent glow and continue to mesmerise the minds of millions of young men in India. IIFA is a fountain of encouragement for us as riding on its immense popularity and image we are confident that it is the right medium to post our message to the masses. I wish IIFA a grand success".*

IIFA' s longest standing partner, IDEA Cellular will offer a range of value added services and exciting contests for over 44 million subscribers across the country.

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) 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:

Wizcraft International Entertainment

Anuja Choudhary/ Swetha Subbaraman
+91 9821185285/ +91 9819935482
anuja@wizcraftworld.com
swetha.subbaraman@wizcraftworld.com

LINOpinion – The Lintas Public Relations Division

Ruchika Vyas/ Pracheta Gupta
+91 9867780122 / +91 9820094601
ruchika.vyas@lintasindia.com
pracheta.gupta@lintasindia.com

Quotes from The IIFA Fashion Extravaganza Designers -

Speaking on his collection being showcased at the IIFA Fashion Extravaganza, **designer Rocky S** said, “The IIFA Fashion Extravaganza is a union of style and glamour and my collection consists of glamorous traditional wear including elegant sarees, exquisite heavy lehengas, opulent sherwanis and chudidhar kurtas. The color scheme is a soothing palette of pearly ivory, subdued pistachio & shades of beige with a lot of gold and copper sequin embellishments adding to the bling element.”

Designer Anamika Khanna said, “Sexy, glamorous, edgy and stylish evening wear is what would describe my collection. It is ultra-feminine, yet powerful, with colours ranging from ivory into red and black. Drapes and sharp shoulders, longer lengths and eclectic accessories complete the look that will be showcased at the IIFA Fashion Extravaganza.”

Describing his collection, **Manav Gangwani** said, “The entire Collection tells a story and that’s how I want my clothing to be. The IIFA Fashion Extravaganza is a glamorous platform to showcase my creations, while contributing to a cause that helps individuals who are a part of the Indian film industry.”

Speaking on the Farah Khan brand, designer **Farah Khan** said, “We emphasize on jewellery that is intricate yet striking, bold yet feminine. The line we have created for the IIFA Fashion Extravaganza consists of jewels that will stand out as much as the stars at IIFA. Unusual colours combined with exotic gems set the basis for our novel designs. All our jewellery is set and crafted using the highest standards in manufacturing techniques thus never compromising on the finish.”

Chinese designer, **Chris Chang** said, “The IIFA Fashion Extravaganza is a classic cocktail of fashion and films and I am excited to be a part of it. My Collection is colourful, full of patterns and circles and is a reflection of the art in life.”