



And the Winner is!!!

IIFA announces winners for Technical Awards

Chak De India and Om Shanti Om make a sweeping impact in the Technical Awards Category

Mumbai, April 25, 2008: International Indian Film Academy (IIFA) today announced the winners of the technical category of the Idea IIFA Awards 2008. *Chak De India* won 5 while *Om Shanti Om* bagged 4 out of the 14 awards that were announced. The winners will be presented their trophies at the IIFA Weekend that will be held from June 6-8, 2008 in the amazing city of Bangkok, Thailand.

Chak De India swept the Awards for technical excellence in Best Cinematography for Sudeep Chatterjee, Best Editing for Amitabh Shukla, Best Sound Recording for Manas Choudhary and Ali Merchant, Best Sound Re-recording for Anuj Mathur & Best Screenplay for Jaideep Sahni, who jointly shared the honours with Anurag Basu for *Life in a Metro*.

Speaking on the occasion, a jubilant Yash Chopra of Yash Raj Films, Producers of *Chak De India*, said *"I am extremely delighted with the response that Chak De India has received. A win in the technical category is very encouraging as the brilliance of technicians, artists, writers and each person who is behind the camera is appreciated. I would like to thank IIFA and members of the Indian Film Fraternity for acknowledging the effort put in by the entire team in making this film."*

Close behind was Farah Khan's Shah Rukh starrer blockbuster *Om Shanti Om* with 4 Awards for Best Art Direction for Sabu Cyril, Best Special Effects for Red Chillies Entertainment Pvt Ltd., Best Costume designing for Manish Malhotra, Karan Johar and

Sanjiv Mulchandani and Best Makeup for Bharat-Dorris, Ravi Indulkar and Namrata Soni.

The choreography award has gone to Vaibhavi Merchant for *Aaja Nachle* for the song Aaja Nachle, while Javed Sheikh & Ejaz Sheikh won the best action award for the movie *Shootout at Lokhandwala*.

The Award for Best Sound Recording went to H Sridhar for *Guru* for the song Barso Re, while A R Rehman won the Idea IIFA Award for Best Background Score for the movie *Guru*. Imtiaz Ali won the IIFA for Best Dialogue for the movie *Jab We Met*.

The unique voting system used in IIFA, involves the film industry voting for its peers. The technical category announcement was made following an industry voting audited by PriceWaterhouse Coopers, the auditing firm for the IIFAs and the Oscars. The results were arrived on the basis of compilation of nominations received category wise for the movies released during 2007.

The International Indian Film Academy (IIFA) is a movement pioneered by Wizcraft International and brings together the worlds of Indian and International Cinema on one common global platform. It continues to build bridges through cinema to create ***one people, one world.***

This year, the IIFA Weekend will be held from June 6-8, 2008 in the amazing city of **Bangkok**, Thailand which is South East Asia's premier location drawing over 12 million visitors a year. Thailand is renowned for its stunning natural beauty, ancient temples and hospitable people. Bangkok is a modern city that retains its historical traits. It is an economic and financial centre with a wealth of cultural sites, making it one of the world's most popular tourist destinations. The people of Thailand believe in honesty, enterprise, delivering on promises, striving to achieve success and creating opportunities for all. The IIFA Weekend is the perfect platform for people and businesses to come together and collaborate to create economic opportunities for the region.

About IIFA

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

From a one-night celebration in 2000 at the Millennium Dome, London, the last eight years have seen the International Indian Film Academy (IIFA) movement grow into a cine-packed weekend of film-festivals, workshops, exhibitions, film-showcases, a serious global business forum that is led by FICCI and sporting events, all of which climaxes into the highlight of the Weekend, the IDEA – IIFA Awards. IIFAs have been celebrated in London, Sun City, Johannesburg, Singapore, Malaysia, Dubai, Amsterdam and the last edition was hosted by Yorkshire, at the invitation of the British Prime Minister, Tony Blair. This year, IIFA makes its entrance into Thailand's financial and entertainment hub, Bangkok. Bangkok, a modern city with historical traits is set to take IIFA to new highs with a grand celebration at the IIFA Weekend. The IIFA Weekend Bangkok, a 3 day extravaganza taking place from the 6th-8th June 2008 will include business forums, film premieres, media briefings, a glitzy awards ceremony and charity fund-raising events. The event in totality is expected to boost tourism in the host region and attract visitors from all over the world.

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