

Immediate Release:

The logo for Woosh Washing Expert features the word "WOOSH" in large, bold, pink letters with a blue outline and a 3D effect. Below it, the words "WASHING EXPERT" are written in a smaller, green, sans-serif font.

IIFA WEEKEND & AWARDS 2018 PARTNERS WITH WOOSH WASHING EXPERT AS IT EMPHASIZES ON ITS COMMITMENT TO GENDER EQUALITY

17th May, 2018, Delhi: The 19th edition of IIFA Weekend and Awards 2018 proudly partners with **Woosh Washing Expert** to equally value the hopes, aspirations and contributions of women. **Woosh Washing Expert**, IIFA's Cause Partner this year, in an effort to reduce the burden from the soft soft hands of the ladies at home takes the pledge to start equality at home - '*Barabari Ghar Se Shuru*'.

Since its inception, IIFA has always strived to act in the best interest of society. IIFA has strongly advocated creating a world where women are appreciated and treated equally. This partnership provides a platform to contribute and raise awareness for Women Empowerment and Gender Equality. The perfect place for Equality to begin is at home - everyone's learnings begin from here.

Commenting on the partnership, Mr. Yogesh Jain, Managing Director, Woosh Detergent Powder, said, "*We're glad to announce Woosh Washing Expert as a Proud Cause Partner of IIFA 2018. As we believe in the power of gender equality and women empowerment, we're proud to support the cause- Equality Begins At Home". Let's all support 'Barabari Ghar Se Shuru'.*"

Commenting on the association, Mr. Sabbas Joseph, Co-Founder-Director, Wizcraft International Entertainment, said, "*IIFA has always ensured a safe and conducive working environment for its women employees and this partnership is just an extension of our commitment to women empowerment. We are happy to have a partner in Woosh Washing Expert as we strive to create a world where men and women are on an equal footing.*"

As a symbol of IIFA's belief in the prominence that needs to be given to women, the award for Best Actor- Female is the most coveted honour and presented last as a finale of the awards ceremony.

About IIFA (International Indian Film Academy)

Conceptualized and produced by Wizcraft International and supported by the key members of the Indian film fraternity, IIFA is the most appreciated South Asian film academy and a global platform that gives the Indian film fraternity an opportunity to reach audiences in international territories. The alliances made via the platform of IIFA provide huge benefits and gain to India and an equally important objective is to create similar benefits in the host country. The aim is to establish a system of mutual benefit to both India

as well as the host destinations by boosting tourism, economic development, trade, culture, cross-border investments and film co-productions.

Wizcraft International promotes the IIFA Weekend & Awards globally each year and travel to new, exciting and beautiful destinations, taking the film fraternity to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience. www.iifa.com.

About Wizcraft International Entertainment

Wizcraft International Entertainment, India's leading media and Entertainment Company is dedicated to showcasing its expertise on the world stage. Having conceptualized some of the grandest events globally including the 50 Years of Indian Independence, the 30 Years of Mauritian Independence, the 10 years of the South African Freedom Struggle, the Commonwealth Games Opening and Closing ceremonies in Delhi as well as the Handover ceremony of the Commonwealth Games in Melbourne, & the prestigious International Indian Film Academy (IIFA) Awards & Weekend for 18 years in over 12 countries, Wizcraft has contributed towards brand building for India across the world. It has pioneered and developed India's biggest entertainment brand IIFA which has taken Indian Cinema and culture to the world. The growth story of the company reflects the evolution of the Indian event management & entertainment industry itself. Driven by its vision "Believe in the power of dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

www.wizcraftworld.com

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