

**FOR IMMEDIATE RELEASE:**



**AMAZING THAILAND GEARS UP FOR THE LARGEST BOLLYWOOD AWARDS GALA WITH  
THE 19TH EDITION OF IIFA CELEBRATIONS SET TO BE HELD IN BANGKOK!**

**IIFA will be telecast on India's No.1 Hindi premium  
entertainment channel, COLORS**

- NEXA IIFA AWARDS STYLED BY MYNTRA to be held on **22nd & 24th June**, 2018 in the host city of Bangkok
- An epic line-up of hosts & performers, a star-studded celebration: **OSIAN's IIFA Cinematic Heritage grand inauguration, exhibition & auction**, the magnificent **IIFA ROCKS 2018** and the one and only spectacular **IIFA Awards**

**Bangkok, 22nd June, 2018:** The Biggest Celebration of Indian Cinema, the **NEXA IIFA Awards Styled by Myntra** returns to Amazing Thailand for the 19<sup>th</sup> edition, exactly after a decade as Bangkok gets a chance to get closer to the stars and experience the potpourri of the Indian movie culture. Hindi Cinema's finest talents, global dignitaries, world media, and cinema enthusiasts from across the globe will descend on this vibrant metropolis as the spectacular extravaganza gets underway at the **Siam Niramit**, the crowning jewel in Thailand's heritage, art and culture.

From London to Malaysia, Johannesburg, Tampa Bay, Singapore, Amsterdam, Dubai, Yorkshire, Thailand, Macau, Colombo, Spain, Toronto and New York, IIFA has been on an engaging journey leaving its footprint across the globe as it continues to create and promote a distinct identity for the Indian film industry internationally. With this year's edition, Bangkok joins a select few cities to have the honour of hosting the coveted IIFAs more than once.

Commencing the highly-anticipated 19<sup>th</sup> edition of **NEXA IIFA Awards Styled by Myntra** with the IIFA Weekend Press Conference at the Marriott Marquis Hotel were various notable dignitaries, members of the media and renowned film fraternity members with a stellar line-up of Bollywood megastars such as **Anil Kapoor, Dia Mirza, Varun Dhawan, Kriti Sanon, Arjun Kapoor, Karik Aaryan, Rekha, Karan Johar, Riteish Deshmukh, Nushrat Bharucha, Ayushmann Khurrana** and **Anupam Kher**.

The celebrations continue as the dynamic duo of **Karik Aaryan** and **Ayushmann Khurrana** team up as hosts for the first-time ever at the magnificent **IIFA Rocks 2018**. This year's edition promises to be an unforgettable amalgamation of music, fashion and entertainment befitting the largest film industry in the world. The extravaganza will see acclaimed Bollywood music director-singer **Pritam** perform a never-before-seen medley with talented singers including **Sreerama Chandra, Amit Mishra, Shalmali Kholgade, Antara Mitra, Nakash Aziz** and **Nikitha**. Bollywood's "Sonu ke Titu ki Sweety" **Nushrat Bharucha** is

all set to mesmerize the audience with her energetic performance at IIFA Rocks. Pulling off another coup, the evening will witness a rare performance from one of television's biggest stars, **Mouni Roy** (of 'Naagin' fame) as she returns to the IIFA stage after two years.

Adding another interesting facet, India's leading destination for fashion online, **Myntra** in collaboration with renowned Indian fashion designer **Vikram Phadnis** is all set to add glitz and glamour at IIFA Rocks. IIFA Rocks 2018 will also witness the felicitation of the winners in the technical categories. Celebrated designer duo **Shantanu & Nikhil** would be showcasing their collection extraordinaire inspired by the NEXA brand values, design and colours.

The grand finale, the star-studded **NEXA IIFA Awards Styled by Myntra** will see the celebration of Indian cinema as the winners in the *Popular Category* are presented with the mesmeric golden IIFA statuette. The charismatic duo **Karan Johar** and **Riteish Deshmukh** will be seen hosting the awards night. Bangkok will witness some power-packed performances by Bollywood superstars **Ranbir Kapoor, Varun Dhawan, Shraddha Kapoor, Arjun Kapoor, Bobby Deol, Kriti Sanon, Kartik Aaryan and Lulia Vantur**. With excitement growing across the world, the legendary actor **Rekha** is sure to leave audiences spellbound with her ethereal performance at the grandiose event.

Addressing the media, **Wiz Sabbas Joseph, Co-founder & Director, Wizcraft International** said, *"The IIFAs travel the world bringing people and cultures closer together. We are delighted to be returning to Bangkok after a decade to once again create a mega Indian celebration. With the star-studded line-up that we have this year, Indian movie fans are in for a treat like never before as Rekhaji's performance brings forth a sense of nostalgia and elegance to an event brimming with youthfulness."*

Commenting on the occasion, **Rekha** said *"Coming back to IIFA and performing on the grandest stage of all in the beautiful city of Bangkok feels ethereally wonderful. IIFA 2018 is going to be an unforgettable, magical and once-in-a-life time experience for Indian Cinema fans worldwide."*

Sharing his thoughts, **Ranbir Kapoor** commented, *"IIFA Bangkok holds a very special place in my heart, I won the best debutante award at IIFA 2008 in Bangkok. The 19th Edition of IIFA Weekend And Awards is going to be a great one and I am eager to connect with my fans and look forward to giving a power-packed performance."*

Commenting on the occasion, **Karan Johar** said, *"I was privileged to be at the Millennium Dome in London when the IIFAs were born and I've participated in the journey across the world. My father and I have been part of the IIFA Advisory Board and share the passion to take Indian cinema across the world. The impact of the IIFAs can be felt in the growth of distribution and film incentives in key markets around the globe. I wish the IIFAs well and more power to the organizing team of Wizcraft."*

Commenting on the association, **Dia Mirza, UN Environment Goodwill Ambassador**, said, *"I am glad that IIFA has joined the global movement to 'Beat Plastic Pollution'. IIFA's tremendous reach to audiences across the world will help us build awareness on the need for us to discontinue the use of 'Single Use Plastics' and become conscious consumers of plastics. The planet is facing large-scale plastic pollution that is choking our cities, polluting our air, soil, waterways, also destroying marine life and entering our food chain. With IIFA as our partner, our message will be heard and the message is clear, Say NO to single use plastics, 'If you can't re-use it, refuse it.'"*

Commenting on the occasion, **Varun Dhawan** said, *"IIFA has always held a special place in my heart but that bond became even stronger after Wizcraft and IIFA offered me a chance to pay tribute to my father's legacy through a special performance last year. I am very excited to put on an amazing show for everyone in Bangkok."*

Commenting on the partnership, **Mr. R.S. Kalsi, Sr. Executive Director, Marketing & Sales, Maruti Suzuki India Limited** said *"Our country is changing at a rapid pace and so are the aspirations of our new-age customers. The sophisticated, discerning and highly ambitious customers want to enjoy higher level of experiences when they are buying a car. At NEXA we are providing them just that by offering them the best car buying experience that meets global standards. There's no denying that Indian Cinema today*

*has made its global mark with innovative ideas, great technology, and a creative outlook. And IIFA, being the global flag bearer of Indian films recognises and honours this talent. That's why IIFA is such a perfect fit with NEXA's vision. As partners for 4 years, we have grown together to provide audiences more exciting and innovative experiences."*

In its continuing campaign about women empowerment, IIFA partners Woosh Washing Expert using the voice of celebrity to share a message with the world: *Barabari Ghar Se Shuru- Equality begins at home*. The IIFA stars are being invited to speak to their fans about the need for sharing the work load at home.

Speaking on the association, **Gunjan Soni, Head, Jabong and CMO-Myntra, said**, *"Myntra brings the best of global brands and fashion and IIFA brings best of Bollywood. We have received overwhelming response from SEC A TV viewer population with strong affinity to online fashion shopping in the last 1 year. Myntra-IIFA association brings a strong confluence of Fashion and Bollywood to Myntra platform making global fashion accessible to our consumers. The experience of shopping the exclusive IIFA line designed by Vikram Phadnis, on Myntra while the show is on will allow the Myntra consumers to engage with fashion like never before."*

Commenting on their association, **Mr. Yogesh Jain, Managing Director, Woosh Washing Expert** said, *"We're glad to announce Woosh Washing Expert as a Proud Cause Partner of IIFA 2018 for the second consecutive year. 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'.*

**Andre Timmins, Director- Wizcraft International**, the producers and creators of the IIFAs said, *"The 19th edition is all set to recreate the magic of IIFA in Thailand. This time around, Bangkok is going to witness a global phenomenon as IIFA not only brings together the entire Indian film fraternity to celebrate Indian cinema but also continues its endeavour to embrace and preserve the art of cinema as we travel the world. We are excited to celebrate and present an Amazing IIFA Weekend in Amazing Thailand."*

For the fourth consecutive year, the IIFAs will be broadcast exclusively on India's No.1 premium Hindi entertainment channel, **COLORS** with a stunning line-up of star-studded programming comprising of flashback episodes, IIFA Buzz, IIFA Rocks and the NEXA IIFA Awards. For the digital savvy viewers the same will be available on India's leading video-on-demand platform, VOOT, from the house of Viacom18.

Announcing the continuing partnership with **COLORS, Raj Nayak – Chief Operating Officer, Viacom18** said, *"We are honored to be associating with IIFA for the fourth time in a row. IIFA has been taking Indian cinema to the global audience year on year for the last 19 years and it has been a pleasure partnering with this iconic event that celebrates India's cinematic journey. This edition will once again see the best of film and entertainment come together on a global stage."*

*He further added, "The highlight of this edition will be the magnificent performance of the timeless beauty, Rekha taking on the IIFA stage after almost two decades, and viewers all over will be able to see her weave magic only on COLORS. As Indian cinema continues to set new benchmarks, IIFA and COLORS will go on to celebrate the power of a story well told and bring to the television viewers world-class content that will brighten their lives."*

IIFA has always partnered with institutions which promote the interests of the film industry. This year, as part of its commitment to preserving cinema heritage, the **IIFA Foundation**, has collaborated with **OSIANS** auction house, India's foremost Arts and cultural Institution & Auction House **to showcase vintage cinema memorabilia** via a grand inauguration, exhibition and auction to be held at the Bangkok Marriott Marquis hotel from June 21st to June 23<sup>rd</sup> respectively.

Furthermore, in its continuing effort to campaign about environment protection, the **IIFAs and the United Nations Environment** have come together to campaign about **"Beat Plastic Pollution"**, the theme for World Environment Day 2018. With India as the host of **World Environment Day (WED) IIFA-UN** would combine the voice of celebrity with the power of the IIFA platform and reach to create awareness about one of the greatest environmental challenges of our time. The UN continues its partnership with IIFA this year with a

collaborative advocacy campaign to tackle the pressing issue of plastic pollution, under the aegis of **Greening the IIFA**.

Speaking on the association, **H.E. Weerasak Kowsurat, Minister of Tourism and Sports** said *"Thailand has long been seen as a prime location for foreign media productions. There are many Bollywood films that have been shot in Thailand. Not only because of the captivating mix of culture, nature's beauty and fascinating people, Thailand also offers pristine blue beaches, adventure sports, fun activities, gorgeous temples and other picturesque treasures. This reflects the kingdom's global reputation as a leading events destination, and can also raise awareness of Thailand as an attractive filming location."*

Commenting on the association, **Mr. Nishant Pitti, CEO & Founder Ease My Trip** shares, *"By associating with IIFA for the second time, I am very positive that EaseMyTrip is going to make its bond with the entertainment world stronger through this event."*

Commenting on the association, **Khun Pannin, Founder, Siam Niramit** said *"Indian Cinema has grown continuously over the years to attain its current status as a top player in the world film industry. IIFA has grown with it, producing ever more exceptional events at amazing venues throughout the world. This year, Siam Niramit is honored and delighted to welcome IIFA back to Bangkok as we play host for the second time in 10 years. We are very excited to collaborate with IIFA to bring this extraordinary world event to our country."*

IIFA continues on its journey with strength to grow every year in the world of entertainment and building the outreach as a major event globally to bring positive results and impact. This year is set to be one of the biggest, most extravagant and amazing IIFA Weekends to date. Keep up to date with all the latest news and details on IIFA by logging on to [www.iifa.com](http://www.iifa.com) or checking out the social media handles.

The principal partners for the 19th IIFA are *Title Sponsor of IIFA Awards* **NEXA**, *Styled by* **Myntra**; *Global Broadcast partner* **Colors Viacom18**; *Digital Content Partner* **Voot**; *Cause Partner* **Woosh Washing expert** campaigning about Equality at home; *Official Host Destination Partner* **Tourism Authority of Thailand**, *Official Hotel Partner* **Marriott Marquis Hotel**, *Host Venue* **Siam Niramit**;  
Other key partners of IIFA 2018 include *Official Direct Selling Partner* **QNET**; *Brand Partner* **Ease My Trip**, *Official Travel & Hospitality Management Partner* **Wedniksha**; *Pre-Event Cocktail Partner* **Superdoc**; *Airport Hospitality Partner* **Pranaam GVK Guest Services**; *Official Hair & Makeup Partner* **Nabila's Salon/Cre8 Global**; *Official Time Partner* **Craig Shelly**.

**#IIFA2017**

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**About IIFA (International Indian Film Academy)**

Conceptualized and produced by Wizcraft International Entertainment Pvt. Ltd. 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 but an equally important objective of this prestigious brand is to create similar outcomes in its 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 Entertainment Pvt. Ltd promotes the IIFA Weekend & Awards globally each year and travel to new, exciting and beautiful destinations, taking the film fraternity with it to unite and celebrate the best of Indian film and culture, thereby taking Indian Cinema and India to a wider audience. [www.iifa.com](http://www.iifa.com).

## **ABOUT WIZCRAFT INTERNATIONAL ENTERTAINMENT PVT. LTD.**

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 15 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 your dreams" the company is committed to quality and innovation, while setting its sights on greater peaks of achievement.

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