

FOR IMMEDIATE RELEASE



IIFA 2018 STELLAR LINE-UP REVEALED!

THE 19TH EDITION OF NEXA IIFA AWARDS STYLED BY MYNTRA IS ALL SET TO BE A MAGNIFICENT CELEBRATION OF INDIAN CINEMA, MUSIC, FASHION AND DANCE THIS 22ND – 24TH JUNE, 2018 IN BANGKOK, THAILAND

IIFA 2018 continues its partnership with India's No.1 premium Hindi Entertainment channel, COLORS

● **IIFA Rocks**

- Bangkok to witness a never-before seen medley at **IIFA Rocks 2018** by acclaimed Bollywood music director-singer **Pritam along with Sreerama Chandra, Amit Mishra, Shalmali Kholgade, Antara Mitra, Nakash Aziz and Nikitha** while Bollywood divas **Vaani Kapoor** and **Nushrat Bharucha** will enthrall the audience with their energetic performances
- The dynamic duo **Kartik Aaryan and Ayushmann Khurrana** to **host IIFA Rocks 2018**

● **NEXA IIFA Awards Styled By Myntra**

- Power-Packed performances by **Ranbir Kapoor, Shahid Kapoor, Varun Dhawan, Shraddha Kapoor, Arjun Kapoor, Bobby Deol, Kriti Sanon, Lulia Vantur** among others
- The star-studded awards presentation ceremony will witness a mesmerizing performance by **India's most loved actress and timeless beauty Rekha**
- **NEXA IIFA Awards Styled by Myntra** to be hosted by the charismatic duo **Karan Johar** and **Riteish Deshmukh**

Mumbai, 12th June 2018: The countdown to the biggest celebration of Indian Cinema has begun as preparations are well underway for the **19th Edition of NEXA IIFA Awards Styled by Myntra**, to be held at the reputed **Siam Niramit Theatre** in **Bangkok** on **22nd & 24th June**.

For the fourth consecutive year, the IIFAs will be broadcast 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**.

To reveal some of the exciting details about the highly anticipated **NEXA IIFA Awards Styled By Myntra**, Bollywood's talented actors, **Varun Dhawan, Ayushmann Khurrana, Bobby Deol**, and **leading actress Kriti Sanon** were joined by the legendary superstar **Rekha** at the **IIFA Mumbai Press Conference** today at **J.W. Marriott, Juhu**.

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 an Indian celebration. With this year's star-studded line-up we would also bring alive nostalgia with Rekhaji's performance in an event brimming with youthfulness. Indian movie fans are in for a treat like never before"

Speaking on the association, **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."

Announcing the continuing partnership with **COLORS, Raj Nayak – Chief Operating Officer, Viacom18** said, "We are delighted to enter the fourth consecutive year of partnership with IIFA. Together, we have taken the magic of IIFA to the global audience year on year. In this edition, with the partnership extending to Viacom18's digital platform, VOOT, we are certain that we will open new vistas and challenge all boundaries. 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."

He further added, "Viewers can look forward to the IIFA experience in their homes this July."

Speaking on the occasion, **Wiz Andre Timmins, co-founder Director- Wizcraft International, the producers and creators of the IIFA movement**, said, "With the excitement growing across the world, 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."

Speaking on the association, **Gunjan Soni, Head, Jabong and CMO-Myntra**, said, "The Style icon of the year award resonates very well with our core vision of making the world a more stylish and colourful place, therefore we urge all our viewers to vote for their favourite participant on the Myntra app and help them become the face of the Style Icon award this year. We are extremely excited to announce our nominees this year, Jacqueline Fernandez, Shahid Kapoor, Shraddha Kapoor, Kartik Aryan, Disha Patani and Kriti Sanon for the 'Style Icon of the year' presented by Myntra, at the 19th IIFA awards in Bangkok. This year we are also about to witness a special collaboration between star designer Vikram Phadnis and Myntra when we join forces to create an exclusive line for IIFA 2018. We are thrilled to bring forth this shoppable designer line for all our viewers giving them an opportunity to own these IIFA inspired designs."

The principal partners for the 19th IIFA: Title Sponsor of IIFA Awards **NEXA**, Styled by **Myntra**; 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 Associate Sponsor **QNET**; , Brand Partner **Ease My Trip**, Official Travel & Hospitality Management Partner **Wedniksha**; Airport Hospitality Partner **Pranaam GVK Guest Services**; Official Hair & Makeup Partner **Nabila's Salon**; Official Time Partner **Craig Shelly**

Kicking off the celebrations, **IIFA Rocks 2018** will feature a musical extravaganza by acclaimed Bollywood music director-singer **Pritam Chakraborty** along with talented singers like **Sreerama Chandra**,

Amit Mishra, Shalmali Kholgade, Antara Mitra, Nakash Aziz and Nikitha. Adding to the excitement, **IIFA Rocks 2018** would feature stunning performances by Bollywood divas *Sonu ke Titu ki Sweety* **Nushrat Bharucha** and **Vaani Kapoor**.

The grand finale of the **19th Edition of NEXA IIFA Awards**, will witness mesmerizing performances by Bollywood megastars Ranbir Kapoor, Shahid Kapoor, Varun Dhawan, Arjun Kapoor, Bobby Deol, Shraddha Kapoor, Kriti Sanon, and Lulia Vantur. With the excitement growing across the world, the legendary actor **Rekha** is sure to leave audiences spellbound with her ethereal performance at the grandiose event.

Furthermore, **IIFA** has proudly partnered with **Woosh Washing Expert**, to support the cause of equality at home - '**Barabari Ghar Se Shuru**'. This partnership provides a platform to contribute and raise awareness for Women Empowerment and Gender Equality.

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'.

Recognizing his immense contribution to Indian cinema, last fortnight the IIFA Advisory Board announced that the venerated actor, **Anupam Kher** will be honored with the prestigious '**IIFA Award for Outstanding Achievement in Indian Cinema**' at IIFA Awards 2018.

Additionally, as part of its commitment to preserving cinema heritage, this year **IIFA Foundation** will be collaborating with **OSIANs** auction house, India's foremost Arts and cultural Institution & Auction House, to showcase vintage cinema memorabilia at an exhibition event which will be held at the Bangkok Marriott Marquis, Queens Park hotel from **June 21st to June 23rd**. A glimpse of the memorabilia was displayed at the press conference.

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."

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."

Kriti Sanon added saying, "I am thrilled to be back at IIFA in yet another new city with something exciting for my fans worldwide. IIFA truly is a great platform that not only celebrates the glory of Indian Cinema but it also provides an excellent opportunity to connect with the fans globally and I look forward to an amazing performance in Bangkok."

Speaking on the occasion, **Ayushmann Khurrana** shared, "This will be the third time I'm going to host IIFA Rocks and I plan to make things very interesting. It has been an amazing association with IIFA who have chosen me to host the event multiple times. I wish IIFA all the success this year as we head to Bangkok to present to audiences the biggest entertainment spectacle of the year, Cheers!"

Speaking on the occasion, **Bobby Deol** shared, "My IIFA experience has always been very special, right from my very first performance to sharing a stage with my family. I am super excited, a bit nervous to be back at the IIFA stage and to be performing, I hope the fans and the global audiences have fun."

Speaking on the association, **Mr. Yuthasak Supasorn, Governor of Tourism Authority of Thailand** shares, "We are extremely pleased to host the prestigious IIFA awards for the second time in Thailand. IIFA 2018

works as greatest platform to showcase the country's unique experiences to the rest of the world. I would like to thank the Academy for presenting us with this wonderful opportunity once again." Bangkok is decking up for one of the biggest events to come to our country to ensure we convert experiences into everlasting memories. The 2008 awards ceremony received an overwhelming response and we hope to have yet another amazing IIFA in Amazing Thailand."

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."

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."

Fans and media are welcome to keep abreast of the latest news and details on IIFA and Hindi cinema by logging on to www.iifa.com or checking out the social media handles:

- **Instagram** - <https://www.instagram.com/iifa>
- **Twitter** - <https://twitter.com/iifa>
- **Facebook** - <https://www.facebook.com/IIFA/>

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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