



THE COUNTDOWN TO THE IIFA WEEKEND & AWARDS 2018 BEGINS!

Mumbai, 20th June, 2018: The countdown to the biggest celebration of Indian Cinema has begun as preparations are well underway for the **19th Edition of IIFA Weekend & Awards**, to be held at the grandiose **Siam Niramit Theatre** on this **22nd & 24th June**.

IIFA celebrations in Bangkok, Thailand, will indeed be a special affair with a stellar line-up of megastars, 10 remarkable performers, spectacular sub-events, seven musical artists, two pairs of charismatic hosts culminating in one magnificent extravaganza.

The three-day gala will feature a inimitable medley at **IIFA Rocks 2018** 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, the event will also see a stunning performance by Bollywood diva **Nushrat Bharucha**. The evening will also witness a rare performance from one of television's biggest personalities, **Mouni Roy** (of 'Naagin' fame) as she returns to the IIFA stage after two years.

The grand finale of the **19th Edition of NEXA IIFA Awards**, will witness mesmerizing performances by **Ranbir Kapoor, Shahid Kapoor, Varun Dhawan, Arjun Kapoor, Bobby Deol, Shraddha Kapoor, Kriti Sanon, and Lulia Vantur**.

Sure to evoke a sense of nostalgia among Indian cinema fans, the legendary actor **Rekha** will be performing after twenty years at the magnificent event.

Additionally, as a part of its commitment to preserving cinema heritage, this year **IIFA Foundation** collaborates 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 which will be held at the Marriott Marquis hotel from **June 21st to June 23rd** respectively.

IIFA is dedicated to building bridges across cinemas, businesses, communities and nations, creating everyone's dream: "One People. One World". Ever since its inception, IIFA has been annually celebrating the magic of Indian cinema on foreign shores. The gala has travelled to locations like Johannesburg, Amsterdam, Dubai, Colombo, Toronto, Singapore, Tampa Bay, Kuala Lumpur and New York.

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.