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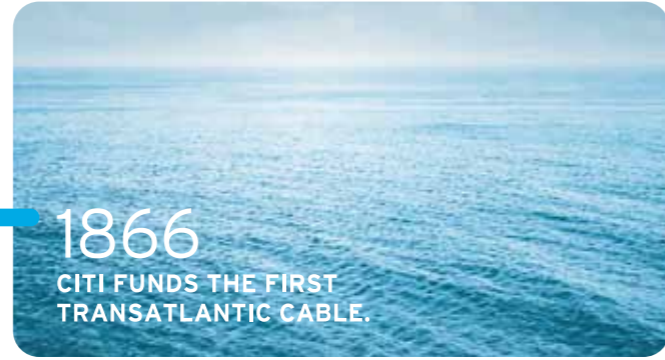


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IIFA: A CELEBRATION OF INDIAN CINEMA

The International Indian Film Academy (IIFA) is an institution dedicated to promoting Indian Cinema beyond India and placing it on a global platform by fostering exchange and interaction to enhance business opportunities.

Each year, IIFA celebrates Indian Cinema in a picturesque locale around the world, thus showcasing the rich culture and heritage of the host country.

The IIFA Weekend and Awards is an annual event held to honour the Indian film fraternity.

Starting off as a one-night awards presentation ceremony at the Millennium Dome in London, in 2000, IIFA has grown over the last 13 years establishing itself into a three-day weekend extravaganza.

Since its inception, the Academy has enjoyed the support of stalwarts from the Indian and international film industries, resulting in the increasing profile of Indian Cinema.

This has yielded positive outcomes from international entertainment and media houses, production facilities and governments of countries interested in the Indian film industry.

The other activities hosted during the IIFA Weekend such as the World Premiere, Film Media Briefings, IIFA night of fashion and music, IIFA Rocks!, IIFA Music Workshop and the night of all nights, the IIFA Awards, serve the objectives of associating with Indian Cinema and also furthering direct business opportunities between local and international film industries and initiating bilateral trade between the host country and India.

The IIFA Management is committed to maximising opportunities for all its partners, while supporting the objectives and the vision of IIFA brand:

ONE PEOPLE. ONE WORLD.

IIFA ADVISORY BOARD MEMBERS

The IIFA Advisory Board has 10 illustrious members comprising stalwarts of the Indian film industry.

AMITABH BACHCHAN



Mr. Amitabh Bachchan was voted as the Superstar of the Millennium by a poll conducted in 2000 by BBC. He has reigned over the Indian film fraternity for nearly 50 years as an indisputable star. He began his career in the early 70s and has played various roles winning him innumerable awards and honours and is still aptly known as the Patriarch of Indian Cinema.

DAVID DHAWAN



A graduate from the Film and Television Institute of India in editing, David Dhawan made his mark in the early 90s when the David Dhawan-Govinda duo hit it big. In the recent years, he has been the most consistent and successful director, delivering three-four blockbusters every year.

JAYA BACHCHAN



A graduate from the Film and Television Institute of India, Jaya Bachchan played a star-struck fan in her first film *Guddi* and had filmstar fans identifying with her across the country. She has been involved with quality cinema and is a highly respected figure in the Indian film industry. She is currently actively involved in doing theatre and is also a Member of Parliament.

J.P. DUTTA



Starting his career as an assistant director to Randhir Kapoor, he ventured into producing films. His maiden venture *Border* was a blockbuster garnering him several awards that year. He introduced Abhishek Bachchan and Kareena Kapoor in his films and also created the patriotic blockbuster '*LOC*'. He is the only producer and director in the Indian film industry to use a variety of stars for each of his films.

KARAN JOHAR



At the age of 25, with his first film *Kuch Kuch Hota Hai*, Karan Johar made a mark for himself bringing a fresh and modern outlook to commercial films. His other blockbuster, *Kabhi Khushi Kabhi Gham*, holds the prestigious record of being the first Indian film to enter the US charts.

MANMOHAN SHETTY



Manmohan Shetty is the hand behind some of the finest films in Indian cinema. As a businessman, he owns Adlabs, one of the country's leading film processing companies and as a producer, he has produced the National Award winning films *Akrosh* and *Chakra*.

RAKEYSH OMPRAKASH MEHRA



Rakeysh OmPrakash Mehra is a renowned filmmaker best known for his largely acclaimed film *Rang De Basanti*. The filmmaker started his career with an ad-film and then moved to feature films seeing great success in both avenues. 'Bollywood the greatest love story ever told', a documentary written and co-directed by him, had its world premiere at the prestigious red carpet of the main event at Cannes 2012.

RAMESH SIPPY



Born in a family of producers, Ramesh Sippy started his career as a producer and director in the early 70s. He hit his peak with the highly acclaimed and the most technically polished film for its time, *Sholay*, which has been a milestone in Indian Cinema since.

SHABANA AZMI



Shabana Azmi made her acting debut in Shyam Benegal's *Ankur* in 1974 and came to be recognised as the face of parallel cinema in India, acting in more than 140 films and several international films. She is also a much respected social activist. She has been nominated to the Rajya Sabha by the President of India and is a recipient of the Padma Bhushan.

SHYAM SHROFF



The pioneer of multiplexes in India, he started off in 1975 with 'Shringar Films', a distribution house, along with his younger brother which went on to be the most respected distribution office in the history of Indian Cinema. He not only proved to be a successful distributor, but also achieved triumph as he ventured into the fields of exhibition and production.



IIFA 2012 NOMINATIONS

PERFORMANCE IN A LEADING ROLE

— MALE

Amitabh Bachchan
Salman Khan
Shah Rukh Khan
Ranbir Kapoor
Ajay Devgn
Hrithik Roshan

Aarakshan
Bodyguard
Don 2
Rockstar
Singham
Zindagi Na Milegi Dobara



BEST MOVIE

Bodyguard
No One Killed Jessica
Rockstar
The Dirty Picture
Zindagi Na Milegi Dobara

Alvira Agnihotri, Atul Agnihotri & Reliance Entertainment
Ronnie Screwvala
Dhillin Mehta
Shobha Kapoor & Ekta Kapoor
Ritesh Sidhwani & Farhan Akhtar



PERFORMANCE IN A LEADING ROLE

— FEMALE

Priyanka Chopra
Kareena Kapoor
Mahie Gill
Kangna Ranaut
Vidya Balan

7 Khoon Maaf
Bodyguard
Saheb Biwi Aur Gangster
Tanu Weds Manu
The Dirty Picture



BEST DIRECTION

Raj Kumar Gupta
Rohit Shetty
Imtiaz Ali
Milan Luthria
Zoya Akhtar

No One Killed Jessica
Singham
Rockstar
The Dirty Picture
Zindagi Na Milegi Dobara



PERFORMANCE IN A SUPPORTING ROLE

Abhay Deol	<i>Zindagi Na Milegi Dobara</i>	– MALE
Randeep Hooda	<i>Saheb Biwi Aur Gangster</i>	
Naseeruddin Shah	<i>The Dirty Picture</i>	
Emraan Hashmi	<i>The Dirty Picture</i>	
Farhan Akhtar	<i>Zindagi Na Milegi Dobara</i>	

PERFORMANCE IN A SUPPORTING ROLE

Divya Dutta	<i>Stanley Ka Dabba</i>	– FEMALE
Parineeti Chopra	<i>Ladies V/S Ricky Bahl</i>	
Sonali Kulkarni	<i>Singham</i>	
Swara Bhaskar	<i>Tanu Weds Manu</i>	
Kalki Koechlin	<i>Zindagi Na Milegi Dobara</i>	

PERFORMANCE IN A COMIC ROLE

Paresh Rawal	<i>Ready</i>
Riteish Deshmukh	<i>Double Dhamaal</i>
Divyendu Sharma	<i>Pyaar Ka PUNCHnama</i>
Pitobash	<i>Shor In The City</i>
Deepak Dobriyal	<i>Tanu Weds Manu</i>

PERFORMANCE IN A NEGATIVE ROLE

Irrfan Khan	<i>7 Khoon Maaf</i>
Boman Irani	<i>Don 2</i>
Vidyut Jammwal	<i>Force</i>
Prakash Raj	<i>Singham</i>
Naseeruddin Shah	<i>The Dirty Picture</i>



MUSIC DIRECTION

Vishal Bhardwaj
Sohail Sen
Vishal – Shekhar
Shankar – Ehsaan – Loy
A.R.Rahman

7 Khoon Maaf
Mere Brother Ki Dulhan
Ra.One
Zindagi Na Milegi Dobara
Rockstar



BEST STORY

Imtiaz Ali
Amole Gupte
Himanshu Gupta
Rajat Arora
Reema Kagti & Zoya Akhtar

Rockstar
Stanley Ka Dabba
Tanu Weds Manu
The Dirty Picture
Zindagi Na Milegi Dobara

LYRICS

Shabbir Ahmed
Gulzar
Irshad Kamil
Javed Akhtar
Rajat Arora

Teri Meri (Bodyguard)
Darling (7 Khoon Maaf)
Naadaan Parindey(Rockstar)
Khaabon Ke Parindey (Zindagi Na Milegi Dobara)
Ishq Sufiyana (The Dirty Picture)



PLAYBACK SINGER – MALE

Ash King
Rahat Fateh Ali Khan
Mika Singh
Mohit Chauhan
Kamal Khan

I Love You (Bodyguard)
Teri Meri (Bodyguard)
Subha Hone Na De (Desi Boyz)
Naadaan Parindey (Rockstar)
Ishq Sufiyana (The Dirty Picture)

PLAYBACK SINGER – FEMALE

Usha Uthup & Rekha Bhardwaj
Shreya Ghoshal
Sunidhi Chauhan
Harshdeep Kaur
Shreya Ghoshal

Darling (7 Khoon Maaf)
Teri Meri (Bodyguard)
Te Amo (Dum Maaro Dum)
Katiya Karun (Rockstar)
Ooh La La (The Dirty Picture)

IIFA TECHNICAL AWARD WINNERS

CINEMATOGRAPHY

Carlos Catalan
Zindagi Na Milegi Dobara

CHOREOGRAPHY

Bosco-Caesar
Senorita - Zindagi Na Milegi Dobara

SPECIAL EFFECTS (VISUALS)

Red Chillies VFX
Ra. One

SCREENPLAY

Reema Kagti & Zoya Akhtar
Zindagi Na Milegi Dobara

ACTION

Jai Singh Nijjar
Singham

BACKGROUND SCORE

A.R. Rahman
Rockstar

DIALOGUES

Rajat Arora
The Dirty Picture

SOUND RECORDING

Resul Pookutty & Amrit Pritam Dutta
Ra. One

COSTUME DESIGNING

Niharika Khan
The Dirty Picture

EDITING

Anand Subaya
Zindagi Na Milegi Dobara

SONG RECORDING

Vijay Dayal
Chammak Challo - Ra. One

MAKE-UP

Vikram Gaikwad
The Dirty Picture

PRODUCTION DESIGNER

Sabu Cyril
Ra. One

SOUND MIXING

Anuj Mathur & Baylon Fonseca
Zindagi Na Milegi Dobara



Emaar MGF Representative Office in Singapore extends a warm welcome to all delegates to IIFA Awards 2012



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www.emaarmgf.com



THE WINNER TAKES IT ALL...!

While the IIFA stage glitters under the well-heeled soles of Indian film royalty, the voting process that takes place before the winners are chosen is one of utmost stringency.

IIFA is Asia's largest convergence of film personalities, a weekend extravaganza of glamour and luxury, awarding the crème de la crème of Indian Cinema, year on year. There is a rigid system of keen deliberation that goes into deciding who receives the coveted IIFA Award from among scores of worthy contenders.

The IIFA Awards process is a completely transparent system, which has been devised and monitored by the IIFA Management in conjunction with PricewaterhouseCoopers Pvt. Ltd, the official auditors for the event. The awards are given to the best artists in the industry, purely chosen on the basis of talent and popularity vote. Fans all over the world get to vote for their favourites on the IIFA Website, thus ensuring a fair process to determine who walks away with the coveted trophies.

HOW THE WINNERS ARE DECIDED

APPLICATION

During this stage, the IIFA Awards application forms are advertised in film trade magazines. Only film producers can apply and nominate the entries from their films for the relevant awards. After the receipt of the application forms, the IIFA Management forwards them to the process auditors — PricewaterhouseCoopers Pvt. Ltd. (PwC), who ensure that the submitted films are eligible for application.

VOTING WEEKEND

The nominees are then put to vote before members of the Indian Film Industry at the official IIFA Voting Weekend, which are monitored and managed by PwC. The votes are then collated and compiled.

- Winners of the Technical Awards
- Nominations for the Popular Awards

GLOBAL VOTING

The nominations in the Popular Awards category are put up for public voting via the official IIFA website. PwC compiles the votes and arrives at the winners. The results are kept confidential and declared for the first time when the sealed envelope is opened onstage before a live audience during the IIFA awards presentation ceremony.



IIFA IS BACK IN THE LION CITY

After a roaring success in 2004, the world-class city state of Singapore will once again play host to the grandest Awards ceremony of Indian cinema.

Located on the Malay Peninsula, Singapore is an island-city nation. Though it counts as one of the smallest countries in the world, its location in the heart of Southeast Asia, between Malaysia and Indonesia, makes it an ideal gateway between the East and the West.

Singapore is popularly known for its business excellence, connectivity to the world and innovation. A bustling world-class city state, it is multicultural and cosmopolitan, a perfect blend of the East and the West. Visitors will discover a wealth of historical treasures from the past, in the beauty of old grandiose architecture, and culture and traditions that have survived social and geographical changes.

Old colonial buildings provide a peek into the past while modern high-rises and landscape gardens enable visitors to enjoy its many sites and attractions. Brimming with harmonious blends of culture, gastronomy and arts, Singapore is dynamic and rich in contrasts.

One will witness old world charms in the ethnic streets of Chinatown, Kampong Glam, and Little India. Each of them reveal traditional architecture, artefacts, clothing, and delicacies.

The astonishing sights of Orchard Road, one of the most famous shopping districts in the world, integrated resorts like Marina Bay Sands, a world-class luxury resort and casino with convention facilities and up-market restaurants, and Resorts World Sentosa which houses Southeast Asia's first



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Universal Studios Theme Park, the world's largest marine life park and six hotels. Singapore shines with bold and energetic characteristics.

Singapore has been consistently acknowledged as a global business hub with excellently developed infrastructure, political stability, open business policies, a skilled workforce, and globally connected, multicultural and cosmopolitan population. It embraces diversity and high quality of life.

For many decades, travellers have found Singapore to be very warm and welcoming as it embraces worldwide trends in leisure and entertainment. As a tourist, there will always be new surprises that are worthy of repeat visits.



WHY SINGAPORE?

After the success in 2004, IIFA returns for the second time to the roaring city of Singapore. IIFA 2004 witnessed a contingent comprising stars, celebrities, cricketers, industrialists and government leaders over the festive weekend.

The IIFA Global Business Forum in 2004 drew a full house, with a focus on globalisation of Indian cinema and co-productions being initiated between India and Singapore.

A destination as colourful and warm as Indian Cinema itself, Singapore has been a popular location for filming and showcasing of Indian films. Along with IIFA, Singapore is set to celebrate its diversity and multicultural palette. All eyes will be on Singapore this June.

The entire film industry will congregate at the 13th IIFA Celebrations in Singapore from the June 7 to 9, this year. In 2012, for the fourth year in succession, Videocon will present the Videocon IIFA Weekend and the Jaypee Group will present the Jaypee IIFA Awards.

The Jaypee IIFA Awards will be broadcast globally on Star Plus, for the seventh year running, while it will be broadcast on Mediacorp's Vasantham channel in Singapore. The 13th Videocon IIFA Weekend and Jaypee IIFA Awards is supported by the Singapore Tourism Board. Panasonic with its Eco Ideas initiative will continue to partner the IIFA for its greening initiatives. Incredible India's partnership will focus on exposing tourism opportunities that the country has to offer.

PVR Pictures is the associate sponsor of the IIFA World Premiere and Grey Goose is the presenting sponsor of IIFA Rocks. Air India will partner with IIFA as the Official Airline Partner. The Gitanjali Group, Gemfields and Aliva are associate sponsors of the Videocon IIFA Weekend. The IIFA Celebrations are being held in Singapore in association with Citibank, the Fairmont Singapore and the Swissotel-The Stamford.



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TEESRI MANZIL LOUNGE (Singapore Khalsa Association)
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For over 20 years, we have wielded our wand with an unmatched craftsmanship, creating moments of magical intimacy.

The pioneer of many extravagant and mesmerizing events, Wizcraft has been instrumental in shaping the event management industry in the region covering India, Sri Lanka, Bangladesh, Middle East and the Asia Pacific region.

Writing imagination with panache, Wizcraft has been the game-changer, creating experiences that leave audiences mesmerized long after the curtains have come down. Today, we are synonymous the world over for our creativity, glamour, high-profile visibility, excellence and international quality.



IIFA 2012 - SPECIAL AWARDEES



Along with the glitz, glamour and unveiling of the award winners, IIFA will be presenting three special awards for outstanding contributions and achievements. The Award for Outstanding Contribution to Indian Cinema will be conferred on Ramesh Sippy, best known for directing the popular and critically acclaimed film *Sholay*. He is a highly respected veteran in the Indian Film Industry.

The other award will be presented to Indian actress and centenarian, Zohra

Segal. The acclaimed dancer and actress has been the recipient of the Padma Vibhushan and has seen a prolific career in theatre, film and dance. She will receive the special award, 'Contribution to 100 years of Indian Cinema'.

Rekha, the epitome of beauty and sensuality who has mesmerised the Indian audience for over three decades, will now be felicitated for her 'Outstanding Achievement in Indian Cinema' at the much-anticipated Jaypee Group IIFA Awards 2012 to be held in Lion City, Singapore.

INTERNATIONAL PRESENCE

Legendary and internationally acclaimed Norwegian actress Liv Ullmann is set to attend the Videocon IIFA Weekend 2012.

Ullmann will showcase her latest film '*Liv and Ingmar*', a film that is based on her life story, for a select audience from the fraternity.

The film is an affectionate yet truthful account of the 42 years and 12-films long association between Liv and master film

maker Ingmar Bergman. This film has been originally conceived, written and directed by London-based Indian filmmaker Dheeraj Akolkar.

Other Indian talents that have worked on the film are Editor Tushar Ghogale and Master Sound Designer Resool Pookutty.

This is also the first time that an international film will be showcased at the IIFAs to a select audience thus reinforcing the bond between Indian and global cinema.



'GREENING' OF THE IIFAs

breath-taking with IIFA tying up with the Global Cool Foundation.

The IIFA Bond for Global Cool addressed the issue of climate change. The IIFA campaign on global warming was said to be the first effort from India to highlight the issue and educate people about what they can do.

In 2008, IIFA launched the Green Globe Foundation to strengthen its commitment towards fighting climate change. At the IIFA Awards in Bangkok that year, brand ambassador Akshay Kumar called upon people to preserve the planet for our future generations.

The foundation is the initiative of IIFA and Wizcraft International Entertainment. The UN Environmental Programme and The Energy and Resources Institute are the partners of the Foundation.

The IIFA 2009 launched the 'I am doing my bit' campaign, where everybody in the film industry pledged to do their bit to make the world a greener place.

Since IIFA's 10th year, Panasonic has been supporting the green cause, thus taking the 'Greening of the IIFAs' further ahead. In 2012, IIFA Singapore and Panasonic will again join hands to give the cause a global stage.



Wizcraft adopted the green agenda in 2007 with their global property, the IIFA Weekend and Awards in Yorkshire, UK. The 2007 awards ceremony was exceptionally

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OPPORTUNITY OF A LIFETIME!

It's time to bring out those dancing shoes! IIFA Dancing Stars contest has given four hopeful dancers an opportunity of a lifetime to groove on the IIFA stage alongside Bollywood's biggest stars.

IIFA 2012 has opened doors for all aspiring Indian dancers! So, everybody who loves Bollywood moves had a chance to be part of IIFA by participating in the Dancing Stars contest this year. IIFA Dancing Stars gave four hopeful dancers, two from India and two from Singapore, a once-in-a-lifetime opportunity to share the stage with their favourite Indian cine stars on the IIFA platform in Singapore. The finalists have been judged by the stars themselves – the gorgeous Bipasha Basu, dancer-choreographer Prabhudeva and Bollywood's heartthrob Shahid Kapoor.

In India, hundreds of young boys and girls between the ages of 18 and 25 years lined up in Mumbai and Delhi, ready to put their best foot forward. In Singapore,

the aspirants shot a 60-second video of themselves dancing to their favourite song for the audition and the videos were uploaded on Youtube. Audiences were also given an opportunity to vote for the contestants they liked best and helped the judges make their decision. Two lucky dancers, one male and one female, have been chosen from India and Singapore each to dance with either the sizzling Bipasha Basu or the boyishly handsome Shahid Kapoor. The dancers have been training with the talented Prabhudeva. They have undergone intensive training and are now waiting to perform before the finest of the Indian film industry, thousands of fans and a television audience of over 800 million viewers around the world.

So, watch them set the IIFA stage ablaze!

iifa
dancing
stars

4 CONTINENTS. 10 COUNTRIES. 12 YEARS.

Propelling Indian Cinema to glorious pinnacles beyond the Indian shores, the International Indian Film Academy (IIFA) has truly lived up to its vision of building bridges across boundaries for 'One People. One World.' IIFA has grown over the last 12 years into a glorious international phenomenon bringing Indian Cinema to a global audience in a star-studded three day weekend extravaganza. About to take on its 13th year in Singapore, IIFA has been through an amazing journey.



IIFA 2000 London

With the new millennium, came the first IIFA. The location was the Millennium Dome, London. Members of the Indian Film fraternity and a host of world artists bedazzled including Jackie Chan, Angelina Jolie, Thora Birch, Kylie Minogue, Finley Quaye, Miranda Richardson, Sussanah York, Talvin Singh, Ashok Amritraj amongst many others. With panache and elegance, IIFA won over the hearts of the world in its debut performance.

IIFA 2001 Sun City

Sun City saw the launch of the IIFA World Premiere showcasing 'Lagaan', which went on to win a nomination at the Oscars for the Best Foreign Language Film. Sun City outshone the sun itself on the show day, where Miss World Priyanka Chopra and the dashing Kabir Bedi, hosted the evening. Sun City saw the debut of actor Hrithik Roshan with dancers from African Footprint delivering a stunning performance. As the proud winners collected their trophies, Sun City resounded with the cheers of thousands of fans.

IIFA 2002 Malaysia

In its third year, the IIFA journey went eastwards to the Orient, towards the exotic Genting Highlands Resort, Malaysia. IIFA hosted the World Premiere of the film 'Aankhen' at the Genting International Showroom. Malaysia witnessed the first-ever IIFA Global Business Forum, the focus being on the emerging perspectives of Indian Cinema, the exchange of technology and talent. The speakers included Ashutosh Gowariker, Karan Johar, Farhan Akhtar and Madhur Bhandarkar.

IIFA 2003 Johannesburg

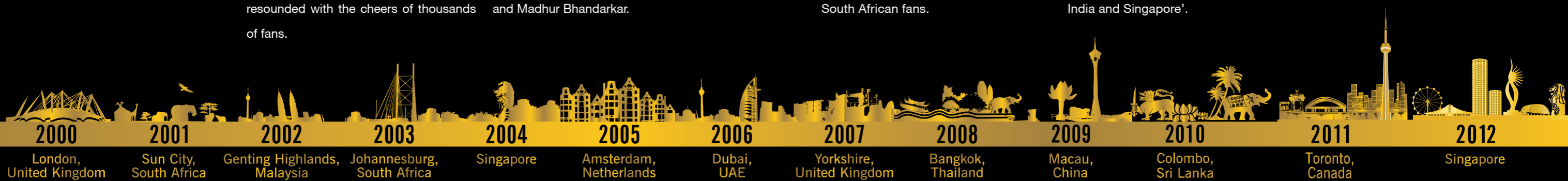
In 2003, IIFA returned to South Africa. This time, the sun-kissed shores of Johannesburg, the capital of South Africa, was the destination. The first-ever IIFA Foundation Charity Celebrity Cricket Match was organised at the Centurion Grounds, now called the SuperSport Park. It was supported by the entire IIFA contingent, consisting of Indian and South African film stars, celebrities, cricketers, government leaders, IIFA's South African partners and Indian and South African fans.

IIFA 2004 Singapore

Indian Cinema lands in the roaring city-state of Uniquely Singapore – a destination as colourful and warm as Indian Cinema itself. A contingent of over 450 stars, celebrities, cricketers, industrialists and government leaders attended the three-day weekend. The IIFA Forum in 2004 drew a full house. Hosted in partnership with the Media Development Authority of Singapore, the focus was on 'Globalisation of Indian Cinema' and 'Co-Production between India and Singapore'.

IIFA 2005 Amsterdam

On its continuing journey to propel Indian Cinema to new heights around the world, IIFA landed in the picturesque city of Amsterdam, the city on water, for the 6th Annual IIFA Weekend and Awards. The three-day extravaganza left Amsterdam dazzled with its magical mix of stars, glamour and entertainment. The Awards night saw performances by Shah Rukh Khan and iconic performances by the Bachchans.





IIFA 2006 Dubai

In 2006, IIFA went to the Indian Film Industry's home away from home — mystical Dubai. Dubai, with its old world charm and new-age dynamism played host to the three-day IIFA Weekend, which saw a multicultural audience of over 10,000 people from countries such as India, Singapore, Malaysia, Pakistan, Bangladesh, The Netherlands, the Reunion Islands, Mauritius and the UAE. The spectacular IIFA Weekend in Dubai won the award for the Best International Global Event for South Asia in 2006.

IIFA 2007 Yorkshire

IIFA, through celebrating the passion, drive and creativity of Indian Cinema, mirrored the same values and enthusiasm of Yorkshire, the hosts of IIFA Weekend 2007. An estimated 30,000 overseas visitors poured into Yorkshire for IIFA 2007. The IIFA Weekend 2007 was jointly hosted by the five world-class cities of Leeds, Bradford, Sheffield, York and Hull for a celebration that had never been seen before.

IIFA 2008 Bangkok

Fascinating, vibrant, dazzling, colourful and amazing Thailand... IIFA, where stars descend from the Indian cinema's celluloid to live an experience, in Bangkok was truly out of the world. The magical Bangkok in Thailand saw stars landing on its grounds and witnessed three days of glamour, shine and splendour. The IIFA Awards was declared as the most-watched entertainment event with a viewership of over 600 million.

IIFA 2009 Macau

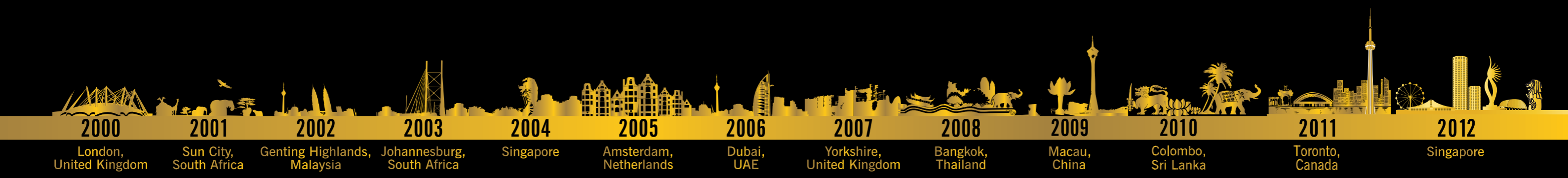
In 2009, the IIFA celebrated the IIFA Weekend and IIFA Awards in the exotic locale of The Venetian® Macao-Resort-Hotel. The IIFA Weekend included the high-profile FICCI IIFA Global Business Forum, the IIFA Fashion Extravaganza, world premieres of Indian films and the climax of the Weekend, the spectacular IIFA Awards. The IIFA Awards is the biggest South Asian media event and is considered among the most-watched global annual events.

IIFA 2010 Colombo

After a magical decade with celebrations across the world, IIFA celebrated the IIFA Weekend and Awards in the exotic Emerald Island of Sri Lanka. The 11th edition of IIFA was held at the country's capital, Colombo, from June 3-5, 2010. With close to 5,000 personnel visiting the island for IIFA 2010, the short-term economic benefits to the country were multiple. Visitors spent over US\$ 4 Million at the city's hotels, casinos, nightclubs, restaurants and other places.

IIFA 2011 Toronto

In its 12th year, IIFA made its North American Premiere by stepping onto Canadian soil. Held at the Rogers Centre in Toronto, the 12th IIFA Weekend and Awards came to a remarkable finish, surrounded by the overwhelming hysteria from the Bollywood fanatics in Toronto. With a 21,000-strong screaming crowd, the biggest stars of Indian Cinema filled Rogers Centre where eminent personalities including Hollywood stars, Hilary Swank and Cuba Gooding Jr. were in attendance.



2000

London,
United Kingdom

2001

Sun City,
South Africa

2002

Genting Highlands,
Malaysia

2003

Johannesburg,
South Africa

2004

Singapore

2005

Amsterdam,
Netherlands

2006

Dubai,
UAE

2007

Yorkshire,
United Kingdom

2008

Bangkok,
Thailand

2009

Macau,
China

2010

Colombo,
Sri Lanka

2011

Toronto,
Canada

2012

Singapore



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IIFA OVER THE WEEKEND

Apart from the Awards night, IIFA organises a host of events around the weekend preceding the main ceremony. These fringe events give fans a wonderful opportunity to interact with the stars and also understand Indian Cinema better.



IIFA WORLD PREMIERE



Every year, the IIFA Weekend hosts the World Premiere of a blockbuster Indian film.

Each year, the IIFA World Premiere film is selected by the IIFA Advisory Board and the IIFA Management after considerable evaluation to ensure that the profile fits the IIFA objectives and meets global standards.

The Premiere is attended by the cast and crew, guest film stars, local celebrities and world media. This year, the 13th International Indian Film Academy (IIFA) will showcase the IIFA World Premiere 'Shanghai' in partnership with PVR Cinemas. 'Shanghai' is a political thriller film directed by Dibakar Banerjee, starring Emraan Hashmi, Abhay Deol, Kalki Koechlin, Prosenjit Chatterjee and Amin Raj, based on the novel 'Z' by Vassilis Vassilikos.

Previous films premiered at the IIFAs over the years include, Aamir Khan's *Lagaan*, *Aankhen*, *Parineeta*, *Provoked*, *Train* and *Yuva*.

IIFA FASHION ROCKS



IIFA Fashion Rocks is a celebrity studded, glamorous fashion event that showcases collections of designers associated with Indian films.

This year, designers Varun Bahl, Suneet Varma and Masaba's special collections will be showcased at the upcoming music-cum-fashion gala event 'Grey Goose Presents IIFA Rocks' in Singapore. Actors Ayushmann and Chitrangada will host the evening.

This high-end event that takes place on the second night of the weekend, June 8, 2012, comes with a lot of glamour, glitz and entertainment - a coming together of the best in fashion and music!



IIFA MEDIA BRIEFINGS



For the first time in 2003, the IIFA Management organised an IIFA Media Briefing. This activity was aimed towards promoting Indian films on a global platform

to provide in-depth information on the forthcoming releases, with the producers, directors and cast showing excerpts and talking about their respective movies to the world media. Today, IIFA Media Briefings has now become an integral part of the IIFA Weekend activities.



IIFA AWARDS PRESENTATION CEREMONY



The Awards have been established to recognise, honour and celebrate the achievements of the Indian film industry in the arena of

World Cinema.

The IIFA Awards evening is a glamorous stage production combining the best of Indian and international entertainment, breathtaking performances, star-struck fans, glitz and glamour. Shahid Kapoor and Farhan Akhtar will co-host the prestigious Awards presentation ceremony this year and superstar-choreographer Prabhudeva will choreograph the performances.

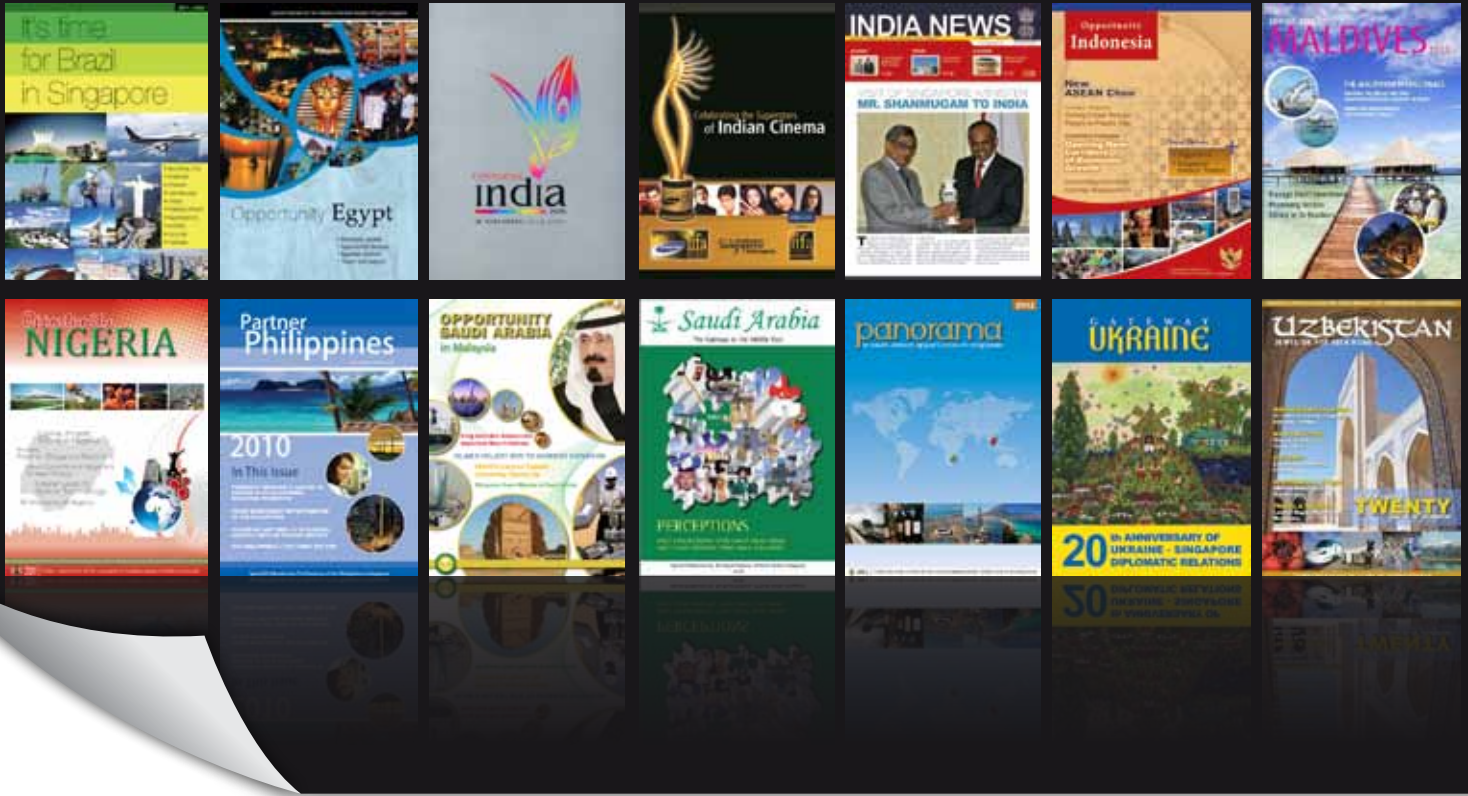
A stellar list of performers including father-son duo, Ranbir and Rishi Kapoor, Priyanka Chopra, Sonakshi Sinha, Shahid Kapoor, Bipasha Basu and Prabhudeva will perform on the IIFA stage, leaving audiences mesmerised in the Lion City of Singapore.



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