

TOURISM MALAYSIA HOSTS TAMIL FILM PREMIERE IN CHENNAI



(3rd from left): Producer of *Adutha Kattam* Navanithen Ganeson; H.E. Malaysian Consul General to South India Madam Chitra Devi Ramiah; the Director of International Marketing (South Asia, West Asia & Africa) Division of Tourism Malaysia Zulkifly Md. Said; Tamil film and television actor Dato' Radha Ravi; and the Director of Tourism Malaysia South India Mohd Izal Mohd Nor (extreme right); in a group photo with the cast of *Adutha Kattam*.

CHENNAI, 24 Sept 2013: In its effort to market Malaysia as a filming destination and to attract more Indian tourists, Tourism Malaysia hosted a VIP premiere of a Malaysian Tamil movie, *Adutha Kattam* (Next Level), at the Four Frames Preview Theatre in Nungambakkam, Chennai, on 20 September.

Tourism Malaysia is joining hands with NGP Films to promote the film, which is in line with its effort to promote and encourage the production of quality movies. Tourism Malaysia also provides assistance by giving advice and guidance on location services to local and international producers.



“Hosting premieres has always been a great way to promote national entertainment and creativity. We aim to be involved in more activities that provide recognition to new talent and market Malaysia as a perfect filming location,” said the Director of International Marketing (South Asia, West Asia & Africa) Division of Tourism Malaysia Zulkifly Md. Said.

“The movie was filmed in various locations in Malaysia such as Putrajaya, Dataran Merdeka, and the Petronas Twin Towers, which enables us to showcase the beautiful sights and sounds around the country in an appealing and entertaining way”, he added.

The Producer of the movie, Navanithen Ganeson, said, “We are pleased to be associated with Tourism Malaysia as they have provided us a platform to reach out to Indian audience.”

“The movie will not only leave them with a great viewing experience but will also attract them to visit Malaysia. We are also very thankful to the Malaysian Government for supporting this venture through several grants and incentives.” he added.

‘Adutha Kattam’ is directed by Muralikrishnan Munian. While the film has been shot extensively in Malaysia, NGP Films has partnered with Prasad Studio and EFX Magic from Chennai for the post-production.

The movie narrates the adventures of a woman who drives along a lonely road heading back to her hometown. Her car breaks down in a remote area. The story revolves around the sequence of events that follows from nightfall to daybreak, which is filled with plenty of nail biting suspense and actions.

Gauging from the response to the movie trailer and the positive reviews at the VIP screening, ‘Adutha Kattam’ looks all set to be featured in this year’s blockbuster list of Tamil films.

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MALAYSIA TOURISM PROMOTION BOARD OR TOURISM MALAYSIA is an agency under the Ministry of Tourism & Culture, Malaysia. Tourism Malaysia focuses on the specific task of promoting Malaysia at all levels. Since its inception, Tourism Malaysia has grown by leaps and bounds and it has emerged as a major player in the international tourism scene. In 2012, Malaysia registered 25 million tourist arrivals and RM60.6 billion in tourist receipts, placing the country firmly as the 10th most popular tourism destination in the world.

In 2014, Malaysia will celebrate its fourth **VISIT MALAYSIA YEAR (VMY)** with the theme “Celebrating 1Malaysia Truly Asia”. The VMY 2014 promotional campaign has started this year with a series of year-long special events and activities leading to VMY 2014. It will contribute to the Government’s target to receive 36 million tourist arrivals and RM168 billion in receipts by 2020, as outlined in the Malaysia Tourism Transformation Plan (MTTP) 2020.



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