

06 May 2015

Attn: Sponsors, Philanthropists

Dear Sir / Madam,

We are happy to inform you that the All Malaysia Malayalee Association (AMMA) is participating in the Festivals of India that is being organised by the Government of India and the High Commission of India, in cooperation with and with the support of the Ministry of Tourism and Culture, Malaysia.

AMMA will be the main organiser of the Malayalam Film Festival which is scheduled for Saturday, 6th & Sunday, 7th June 2015 at:

Premium-X Cinemas (<http://www.premiumx.my>)

No. A-02 & B-02, 2nd Floor, Sky Park @ One City, USJ 25/1,
47650 Subang Jaya, Selangor Darul Ehsan

GPS: 3.022, 101.581 w: <http://www.onecity.com.my>

Weekend Carpark: RM2 per entry

An inaugural ceremony to launch the event will be held on Saturday, 6th June 2015 at 2pm at The Horizon Room, E-City Hotel Sdn Bhd, located within One City mall; (<http://ecityhotel.my/>), info on location available at; http://ecityhotel.my/home/?page_id=1543

We expect the following VVIPs and film celebrities to grace the above event:

- 1.) Honourable Minister for Cinema, Sports, Forest, Environment and Transport, Kerala, Sri. Thiruvanchoor Radhakrishnan
- 2.) Mr Rajeev Nath, President of the renowned Chalachitra Academy of Kerala
- 3.) Sri Madhu and Smt Sheela, legendary film stars of "Chemmeen" fame

In addition, there will be several local dignitaries and personalities attending this event. Classic and award-winning films will be screened over the weekend, the names of which will be announced soon.

We currently have sponsorship packages for **RM1,000**, **RM2,000** and **RM5,000** to be taken up. Please contact Ms Shamini Bhaskaran at mobile:+6016-3034307 or email:shamini.bhaskaran@gmail.com for details and any other queries that you may have.

Names of sponsors and philanthropists will be displayed on the buntings and posters featured throughout the movie festival. There will be a substantial amount of promotions and publicity throughout the weekend and of course announcements, notifications and other details over social media and possibly over radio and TV.

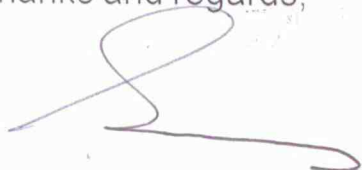
All surplus funds from the event will be used to finance the charitable and educational activities of AMMA.

The 4-month long "Festival of India 2015" in Malaysia that commenced in March 2015 has been showcasing India's rich culture through multiple events, complementing Malaysia's Year of Festivals 2015 celebration.

The Malayalam Film Festival is part of this big event and is expected to attract a large crowd as only quality, highly-rated movies will be screened.

We look forward to your kind donations/sponsorship to make this event a success.

Thanks and regards,



Datuk Suseela Menon
(President of AMMA)