



Produced by :

Kanesh Mohana Sundaram

Vinod Mohana Sundaram

Mohana Sundaram Tangkaveloo

Directed by :

Ilanthirayan Alan Arumugam

AIYAI: A WRATHFUL SOUL

MARKETING PRESENTATION

WHAT'S SPECIAL ABOUT THE SCREENPLAY?

- Inspired by true events
- Driven by a male protagonist of South Asian background
- Minimised Jump scares, No horror clichés, no logical loopholes, repetition & unnecessary dialogues
- Thrill elements to maintain a mystery
- Intelligent scenes and matured storytelling
- Social Message; Don't Drink and Drive
- Unique and memorable characters, well defined character arcs
- Audience will follow the protagonist's journey, will relate to and empathize with the characters' emotions
- Ghost is an element not an object





PRODUCTION VALUE

- Filmed on location in beautiful Queensland, Australia
- Spectacular locations – Jimbour Homestead and Toowong Cemetery
- Crematorium Room is a set built to perfection
- International scale specialist technical crew involved
- Breathtaking Cinematography

TECHNICAL ASPECTS

- Filmed with ARRI Alexa Mini Camera
- Edited in the format 2.39: 1
- Realistic Props and Costumes
- Advanced Special Effects Makeup and Prosthetics used
- Specially designed suit for the ghost image
- Maximization of Practical Special Effects for a realistic supernatural experience
- Optimal VFX complemented by excellent Cinematography





S O C I A L

- Extremely Commercial Film, profitable for all stakeholders
- Ideal for OTT platforms
- Widespread promotions done starting a year before production
- Social Media presence on Facebook, Twitter, Vimeo, Instagram
- Impressive Rating in IMDB
- Fantastic reviews from users and critics
- Multiple Award Wins and Film Festival Selections
- Trailers have reached 1 Million Views
- Foundation already laid with high expectations from fans worldwide
- Expected to fare well in Netflix Viewership

TARGET AUDIENCE

- A diverse Film which involves multi-ethnic actors and crew
- No unwatchable gore, blood or extreme horror
- Suitable for vegetarians too! No animals used in the making
- No display of Nudity
- Suitable for most ages from young to old
- Has Universal Themes, easily relatable to viewers from any corner of the world





AWARDS AND RECOGNITION

- One of the few Independent films from Australia to secure a record number of International recognitions
- Selected by over 24 International Film Festivals from 5 Continents
- 14 Awards won and still counting...
- Lead Actor Kabir Singh awarded 'Best Actor' by The Couch Film Festival Canada.

PRESTIGIOUS SELECTIONS

- Africa Movie Academy Awards, Nigeria
- Oregon State International Film Fest, USA
- Delhi International Film Festival, India
- Hollywood Boulevard Film Festival, USA
- Independent Star Film Festival, Germany
- The Next Level International Film Festival, Australia
- Sydney Lift off Film Festival, Australia
- Focus International Film Festival
- Couch Film Festival, Canada
- Alternative Film Festival, Canada
- Nox Film Festival Salto International, Uruguay
- International Moving Film Festival, Khouzestan
- American Screen Awards, USA
- International Screen Awards, USA





INTERNATIONAL AWARDS

New York Cinematography Awards (NYCA, USA)

- Best Feature Film
- Best Producer
- Best Production Design
- Best Sound

American Screen Awards, Edition 4 – Awards of Excellence

- Special International Category (International Film)
- Genres Award - Best Thriller film

Crown Wood International Film Festival, August 2020

- Best Feature Film

INTERNATIONAL AWARDS

The Buddha International Film Festival

- Best Director

ATFIA Film Awards, Australia

- Best Director

Couch Film Festival, Canada

- Best Actor

International Screen Awards – 6th edition (2019, Jakarta)

- Platinum Award, International Feature Film

Hollywood Blvd Film Festival

- Best Feature Film





THE 'AIYAI' EXPERIENCE

- Psychological Mystery Thriller with Supernatural undertones, but with a twist
- Gripping performances by a talented cast
- Believable Supernatural phenomenon in front of your eyes
- Be engrossed in Thrill, Mystery, Emotions, Eerie moments, Action and humour
- The world class Sound Design and a blood-chilling Music Score will keep you on the edge of your seats
- Enhanced viewing experience which far exceeds a typical supernatural thriller
- 1.5 hours of complete entertainment will leave you wanting for more



AIYAI ADVERTISING – BILLBOARD

Grewal, renowned model & actress - having done over 85 music videos, visits for Special Meet & Greet in an exclusive event organised by Param & Sahil Sood

ONCE YOU SEE THEM NOTHING CAN SAVE YOU

AIYAI
WRATHFUL SOUL

KLANTUBAHAN ILAN ARUMIHAM
MUSIC "AIYAI"

CAST: KANESH NIDHANA SUNDARAM, NIDHANA SUNDARAM PANGKATELO, VIRGO NIDHANA SUNDARAM
Y LIMITED, PRODUCED BY NIDHANA SUNDARAM, WRITTEN BY E. R. PAUL, DIRECTED BY DANIEL DEBBI
BY ROGER PAUL, WRITTEN BY ILANTUBAHAN ARUMIHAM, MUKING RAMANAR, CHARLES DEBBI
CINEMAS: 2nd FLOOR, PALACE CINEMA, 100, ROBINSON ROAD, SINGAPORE. JASON PERANANTH
CONTACT: JILLIAN SIMONESS OR MALCOLM BILLAGERD, JAMES STONER

Sydney boy Kabir Singh starring in AIYAI: A Wrathful Soul?

In this Film, the protagonist is a male character influenced and guided by a dark supernatural power, unlike usual dark thrillers which show females or children as victims. The film stars Sydney boy Kabir Singh in a pivotal role.

Few minutes down the opening till the end of the Film, there will constantly be an undercurrent of thrill and mystery, keeping the audience on the edge of their seats. Jump scary sequences have been rarely used, avoiding set patterns for this genre and keeping it real.

The protagonist undergoes transitions from bright to dark and the audience will experience the events as if happening real time through his intense and painful journey.

Once taken over as a vehicle by a dark spirit, the protagonist fights an internal battle between the remainder of his conscious self and the power which controls him. Overpowered by the spirit, he moves towards the point of no return and loses himself gradually.

The protagonist's character has been derived from a true real life event, therefore logic and realism has been maintained. To achieve this tone, we have used practical special effects to the maximum, sometimes even replacing VFX.

The Film delivers an important social message, where a couple of decent gentlemen involve in a drink drive incident and their intoxication misguides them in to opting for criminal ways to cover up their mistake. This is an important reveal which is shown at the last quarter of the Film.

At no point in the movie, we have moved away from the story to impose a cinematic feel. All the events that take place will be part of the story, the drama between characters depicted will be natural and highly engaging.

The emotional parts of the movie have been worked out in such a way that the



the main characters while at the same time spellbound by the actions of the protagonist.

Every character that supports the story has enormous depth and complexity. Their shades will unfold during the course of the Film. Each Character is well defined and distinct, with actors portraying them with natural authenticity, to the an extent that the audience will quickly find themselves within the world of the Film and totally engrossed.

The Film, though written in a linear form, has maintained all the necessary elements required for a proper script so as to avoid cliché, spoon feeding, logical loopholes, repetition, dialogues that do not move the story or ones that break the suspense etc.

Also featuring visually appealing and realistic

Senior Minister of State for Trade and Industry and Education Chee Hong Tat.

Mr Chee was speaking to reporters yesterday at Plaza Singapura, where he presented several businesses along Orchard Road the SG Clean quality mark.

Mr Chee said: "What businesses can do at this front is to take all the necessary precautions.

"This is an important measure to give customers the confidence that when they come out to dine and shop, they will be safe."

Launched last month to raise cleanliness and safeguard public health at hawkker centres and coffee shops, the SG Clean campaign was extended to businesses in the tourism, food and retail sectors yesterday.

Three hotels linked to the coronavirus - the Grand Hyatt Singapore, Shangri-La's Rasa Sentosa Resort and Spa and Village Hotel Sentosa - were the first three hotels to obtain the certification.

Thirty establishments in the food, retail and lifestyle sectors,

Senior Minister of State says businesses need to 'take all necessary precautions'



(Left) Senior Minister of State for Trade and Industry and Education Chee Hong Tat speaking to Ms Dawn Yip (left) and Ms Jean Yip (centre) at the entrance of Jean Yip Hub Plaza Singapura. (Right) An SG Clean sticker at the entrance of Jean Yip Hub Plaza Singapura. (Photo: NG SOR LIAN)

such as Chinese restaurant Lok-kee, beauty retailer Sephora, hairdressing and beauty salon Jean Yip Hub, also received the SG Clean logo which can be displayed on their shopfronts.

The Singapore Tourism Board and Enterprise Singapore said in a statement yesterday

that the SG Clean quality mark will focus on certifying establishments that experience heavy human traffic on a daily basis, such as shopping malls, hotels and tourist attractions.

The agencies will also be encouraging more than 37,000 businesses within the tourism

and lifestyle sectors to sign up for the SG Clean programme in the coming months.

To qualify for the certification, business have to go through a seven-point checklist tailored to their sectors.

The checklist includes the appointment of an SG Clean

manager at the Grand Hyatt Singapore, said at a press conference yesterday the SG Clean mark came at a perfect time, as its surveillance period is over.

The hotel was linked to seven cases of the coronavirus after a business meeting was conducted there from Jan 20 to 22.

He said: "The mark validates all our efforts with the Government to instil a sense of confidence in the local community here."

Both Lokkee and Jean Yip Hub, among the first few tenants in Plaza Singapura to receive the quality mark, said boosting customer confidence was crucial in the business recovery process.

Ms Dawn Yip, 58, chief marketing director of Jean Yip Group, said: "We turned away two walk-in (customers) because they didn't meet the requirements. Our customers' trust is important to us, and we want to assure both our customers and staff that we will try our best to protect you."

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meask
MUSIC

AIYAI
WRATHFUL SOUL

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WINNING SUCCESSFULLY IN CINEMAS

Vital to keep healthcare workers safe: President Halimah

AMBITAKUR

Singaporeans must not underestimate the importance of keeping the nation's healthcare staff safe during the coronavirus outbreak, President Halimah Yacob said yesterday.

She said she found during her visits to primary, critical and community care facilities that this emphasis on safety had made the healthcare staff feel more confident.

Madam Halimah was speaking to reporters during a visit to the Ling Kwang Home for Senior Citizens in Serangoon Garden Way.

She had visited the Ang Mo Kio Family Medicine Clinic on Feb 24 and the Singapore General Hospital on March 1 to speak to healthcare workers in the battle against the Covid-19 outbreak.

The common thread in all three sectors, she said, was that the "spirit is still very high" and that "they know they're being supported".

Staff nurse at the Ling Kwang Home for Senior Citizens Maurice



President Halimah Yacob (centre) on a visit to the Ling Kwang Home for Senior Citizens in Serangoon Garden Way. (Photo: KEVIN LIM)

door activities and is conducting exercises only in small groups on the premises.

Commenting on the two-week suspension of senior-centric activities by government agencies,

and jigsaw puzzles." She also urged Singaporeans to be socially responsible and continue to practise good hygiene.

"This will help in containment and help to prevent transmission," she said.

the healthcare workers, interacted home

AIYAI ADVERTISING - NEWSPAPER

AIYAI NEWS

Screen Australia

<https://www.screenaustralia.gov.au/the-screen-guide/t/aiyai--wrathful-soul-2020/38906/>

Australian Cinematographer's Society

<https://acmag.com.au/2020/09/01/aiyai/>

FilmInk

<https://www.filmink.com.au/public-notice/aiyai-wrathful-soul-feature-film/>

Media Net

<http://news.medianet.com.au/aiyai/queensland-takes-centre-stage>

SBS

<https://www.sbs.com.au/language/english/audio/indian-australian-actor-kabir-singh-plays-role-of-a-possessed-student-in-his-next-film>



AIYAI NEWS

Cinema Australia

<https://cinemaaustralia.com.au/2018/12/23/a-disturbing-first-trailer-has-dropped-for-new-australian-horror-aiyai/>

Daily News

<https://www.dailynews.lk/2020/03/03/entertainment/213137/haunting-tale>

Gulf Times

https://m.gulf-times.com/content/pdf/Community/Community2020_3_4670317.PDF

The Film Catalogue

<https://www.thefilmcatalogue.com/films/aiyai>





AIYAI SOCIAL MEDIA



[imdb.com/title/tt7209472/](https://www.imdb.com/title/tt7209472/)



<https://www.aiyaifeaturefilm.com/>



https://en.wikipedia.org/wiki/Aiyai:_Wrathful_Soul



https://www.instagram.com/aiyaifeaturefilm_official/



https://www.youtube.com/channel/UC8nEW4ME9onS_O3gRSTeyIw



https://twitter.com/Aiyai_TheFilm



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THANK YOU!!!