

## Veeram to Premiere at First BRICS Film Festival

Or

## World Premiere of Veeram at BRICS Film Festival on September 2

**September 1, 2016, New Delhi:** The world premiere of the magnum opus 'Veeram', directed by six time National Award winner, Shri Jayaraj, was announced today in a press conference held at the Media Lounge of Siri Fort Auditorium Complex. This mythical drama will be screened on September 2, as the opening film for the BRICS Film Festival in Audi-1 of the Siri Fort Auditorium. The conference was attended by Shri Jayaraj (Director), Mr. Kunal Kapoor (Actor) Sri Chandramohan D Pillai (Producer) and Ms. Divinaa Thackur (Actress).

Set in the 13th century Kerala, the film resuscitates the real life character made famous through folklore literature and songs. Sharing broad similarities with the rise and fall of Macbeth, Veeram spans the journey of Chandu (Kunal), a Kalaripayattu warrior who meets a tragic end as an outcome of his betrayal.

Internationally acclaimed writer-director, Shri. Jayaraj Rajasekharan Nair said, "I am happy and proud in presenting the first screening of my film Veeram, an adaptation of Shakespeare's Macbeth especially in this quadricentennial of the great writer. BRICS has honored our work by choosing Veeram as the Opening Film of the festival."

Keeping the tone and the content of the period drama in mind, Jayaraj decided to give his film a powerful international punch. For the very first time, the makers have brought on board 4 world renowned technicians to helm the action, make up, music and coloring facets of the film. Action Choreographer, Allan Poppleton (of 300, Hunger Games, Avatar, Lord of the Rings fame), an Academy Award and two times Emmy Award winning make-up artist Trefor Proud have worked on Veeram. The music to the movie is produced by Jeff Rona (of Phantom, Traffic and Prince of Egypt fame) and the colorist on the film is Jeff Olm (of Monsters vs. Aliens, How to Train Your Dragon, Kung Fu Panda 2, Avengers, Titanic, Spiderman fame).

The film will showcase technology and interesting story telling, portraying India's heritage and grandeur. This was made possible by the collaborative efforts of an International and Indian team of technicians including S.Kumar (DOP), under the able stewardship of the master Director who won the Silver Bear at the Berlin International Film Festival for his film Ottal. Veeram has chosen the cast from across India and offered opportunity to actors like Arun from Doha Qatar, Goban Mavelikara, Vinod, Arun Kumar and Satish from Dubai, UAE.

**Veeram** will be releasing pan India and has been shot in three different languages - Hindi, English and Malayalam. Furthermore, the movie has been selected as the Opening Film at BRICS Film Festival at New Delhi on September 2, 2016.

**More about the film:**

It is about the legendary warriors of Malabar called 'Chekavars', who often are engaged for combat by noble men in the feudal system. A Chekavar is declared victorious in the duel when he kills or defeats his opponent. The combat type for this duel is Kalaripayattu, a forerunner to the Chinese Martial Art form that originated in Kerala in 16th Century BC. The story, though strikingly similar to Macbeth, happens in the medieval times much before Shakespeare was even born. Furthermore, the story, just like Macbeth, revolves around the protagonist's desire to achieve, wherein the path is strewn with love, lust, treachery and deceit.