

Headline	Heart-warming tale of couple's first Deepavali		
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A screenshot from TNB's festive advertisement titled 'Kurumbu Kudumbam'.

Heart-warming tale of couple's first Deepavali

Energy company's festive ad celebrates gift of family

TENAGA Nasional Bhd (TNB) once again produced a short film to celebrate Deepavali with a quirky yet heart-warming story entitled *Kurumbu Kudumbam* that is set to illuminate the hearts of all Malaysians.

TNB chief corporate officer Datuk Wira Roslan Ab Rahman said the TV commercial was a continuation of the year's running themes of family togetherness, the values of acceptance and respect towards others despite differences.

Roslan explained that the story was based on an Indian cultural tradition – *Thalai Deepavali* – which is the first Deepavali celebrated by Indian couples after their wedding.

"Traditionally, celebrations include seeking blessings from elders.

"It is also customary for the bride's family to ensure the newly-weds are well taken care of and lavish them with gifts as a part of

the warm welcome to the new family."

In the light-hearted film, the celebration takes place on the eve of the couple's first Deepavali together.

What starts off as a regular introduction to the extended family, that many Malaysians are familiar with, quickly escalates into displays of strange behaviour from the different members which leaves Ramesh, the husband, feeling a little bewildered.

However, the surprising reveal at the end makes for a heart-warming moment as Ramesh expresses his gratitude for the greatest gift received — that being his "cheeky" new family, or *Kurumbu Kudumbam*.

"Ramesh's story speaks to all of us, and is a wonderful demonstration of strong family ties which we Malaysians embody, more so during the festive season."

The film's theme could not be

more timely as the country embraces the new spirit of "Malaysia Baru", with Malaysians as a whole experiencing a similar feeling of adjustment and acceptance, as we move forward as a new "family".

"TNB strongly believes in brightening people's lives and bringing people together, which is why the company did not want to miss the opportunity to reach out to its friends and family in the Indian community this year.

"Ultimately, the deeper Deepavali message that TNB wants to convey through the film is to celebrate the gift of light and joy that family brings to each and every one of us," added Roslan.

Kurumbu Kudumbam is being aired on free-to-air TV networks and Astro channels. Alternatively, watch the full web film on [youtube.com/TENAGAOofficial](https://www.youtube.com/TENAGAOofficial) #KurumbuKudumbam #FamilyMischief.