



PRESS RELEASE

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AIDA RETURNS TO REMIND US THAT MOMENTS WITH FAMILY IS OUR REAL TREASURE

Tenaga Nasional Berhad (TNB) returns to celebrate Aidilfitri with a new festive film, titled 'Hikmah Raya Aida'. The film emphasises the importance of spending time with family through any circumstances that may come our way.

Due to popular demand, TNB brings back Aida, a known and loved character from previous TNB Raya films. After Dugaan Raya Aida in 2017, Aida returns in 2021 to celebrate Raya with us once again.

"In this film, we see Aida, who's too engrossed and busy as a Raya cookies entrepreneur, lose touch and neglect time to be present with her family. What makes this film unique is seeing how the pandemic was a wake-up call and important lesson for Aida and her family, just like it probably was for so many of us during this trying period," said Head of TNB Corporate Communications Shukreen Ma.

"At TNB, we are guided by our Purpose of working together for a better world and brighter lives. This short but meaningful film brings this purpose into our own homes and families, emphasising the importance of spending quality time with family through good and challenging periods."

Shukreen added that the film also teaches us the virtue of patience as we deal with a challenging year and that in every trial, there are lessons that we can learn.

The film by award-winning director, Quek Shio Chuan, was produced in a fresh and exciting approach, with comedic elements peppered throughout the emotional journey that our character takes.

The film follows the journey of Aida, who started her small business selling Raya cookies in 2017 and has now found business success. In her focus on building her Raya cookies empire, however, she starts to take her family for granted.

Her family tries all kinds of ways to get Aida's attention. When she is devastated by the pandemic's effect on her business, her mother encourages her to keep herself busy with Raya preparations. In doing this, Aida forgets her despair. The wisdom comes to her that family is, after all, the most important treasure of all.

Another notable feature of the film is how Jero, a beloved recurring character in TNB festive films, makes no appearance in the film this time around to encourage viewers to follow his own Raya family story on TNB's social media instead.

'Hikmah Raya Aida' is scheduled for release on YouTube (www.youtube.com/TENAGAofficial) on 6 May 2021, and will also air on terrestrial TV channels nationwide starting 10 May 2021. It will also be accompanied by a print ad in Malay and English newspapers. Viewers can also follow along with Jero's cat family episodes through TNB's social media (https://www.instagram.com/tenaga_nasional/).

Released in Kuala Lumpur on 6 May 2021 at 9:00 pm

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