



PRESS RELEASE

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SPREADING THE SEEDS OF JOY FOR A BETTER, BRIGHTER DEEPAVALI

Tenaga Nasional Berhad (TNB) is back to spread light and joy this Deepavali with “Seed-Sational Deepavali”, a new film with a message of collaboration and affection, set in a joyful neighbourhood.

This film tells the story of Samy, an avid grower and the green thumb of the neighbourhood who is overprotective of his little patch. Because of his fresh, healthy plants and herbs, his neighbours would often help themselves to these, for their own cooking.

Bothered by their shenanigans, Samy sets up a barricade as a way to ward off his neighbours. Unfortunately, a violent storm then destroys his barricaded little patch, leaving him heartbroken.

“Through this film, we can see Samy’s bright smile when he sees his neighbours share their dishes made from the crops of his little patch. Even though he was initially bothered by his neighbours’ continuous requests to take his crops, he eventually feels happy that his little patch brought light and joy to his neighbours,” shares Shukreen Ma, TNB’s Head of Corporate Communications.

Shukreen adds, “At TNB, we inculcate good values such as collaboration and being caring amongst the people around us, be it our staff or communities so that we can live in peace and harmony, towards a prosperous world - *Better World. Brighter Lives.*”

“During these trying times, we want to show how the light of good deeds can bring everyone closer together and brighten Deepavali celebrations. We want to celebrate those who’ve embodied the spirit of Deepavali by spreading light and joy to brighten the lives of those around us,” says Shukreen.

According to Shukreen, this film received a magical touch from award-winning director, Quek Shio Chuan, who incorporated action, comedy, and drama, aiming to entertain and bring joy to the hearts of audiences, especially those celebrating Deepavali.

“‘Seed-Sational Deepavali’ has started airing on 1 November on YouTube (www.youtube.com/TENAGAofficial) as well as on TVs nationwide starting 3 November 2021. It will be supported by a print advertisement to be featured in major newspapers across various languages,” adds Shukreen.

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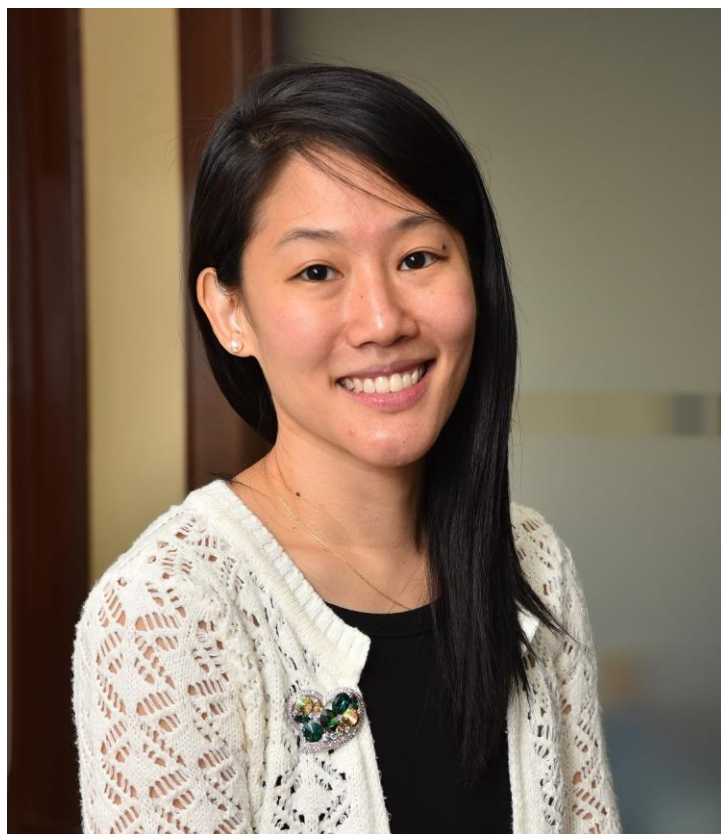
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Tenaga Nasional Berhad (TNB) through “Seed-Sational Deepavali” shows how the light of good deeds can bring everyone closer together and brighten Deepavali celebrations during these trying times.



Shukreen Ma, TNB's Head of Corporate Communications