



PRESS STATEMENT

S.A. 2019/10/69 (HQ)

TNB PRESENTS 'STYLE MANNAVAN': A HERO WE CAN ALL FALL IN LOVE WITH

Tenaga Nasional Berhad's (TNB) Deepavali advertisement this year, "Style Mannavan" (Style Hero) has all the ingredients to entertain and warm the heart.

Highlighting the theme of family love, the story is about a boy named Manoharan, who is torn between what he wants and what his parents want for him. However, it all works out for everyone in the end.

TNB Chief Corporate Officer, Datuk Wira Roslan Ab Rahman says the national utility corporation's Deepavali advertisement this year has an entertaining way of conveying a beautiful message.

"No matter how much we may grow up or change, our parents will always have our best interest at heart. There's no harm to follow their advice as they always want the best for us and we can always count on their blessings."

"Style Mannavan" is based on a key tradition of parents giving new clothes to their children during Deepavali. This gesture symbolises a mother's love for her children and a father's pride in being able to provide for his family.

Scheduled to air on free-to-air TV networks and Astro channels from 26 October, the 2019 Deepavali campaign will include an AR Instagram filter, social media amplification and newspaper presence. Watch the full web film on youtube.com/TENAGAofficial or search #StyleMannavan #StyleHero.

Released in Kuala Lumpur on October 24, 2019 at 9.30am

*Kindly forward all press enquiries to Norfadzilah Shaary at 019-3369681 /
Grace Tan at 016-6626229 / Nasir Aziz at 018-9434524
or email us at media@tnb.com.my*