



SIARAN AKHBAR

PRESS STATEMENT

S.A. 2018/11/64 (HQ)

TNB DEEPAVALI TV COMMERCIAL: A STORY OF ACCEPTANCE AND FAMILY TIES

Tenaga Nasional Berhad (TNB) is proud to once again present a short film to celebrate Deepavali, the Festival of Lights, with a quirky yet heart-warming story titled “Kurumbu Kudumbam” that is set to illuminate the hearts of all Malaysians.

TNB’s Chief Corporate Officer, Datuk Wira Roslan Ab Rahman said the TV commercial is 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 is based on the Indian cultural tradition of Thalai Deepavali, which is the first Deepavali celebrated by an Indian couple after their marriage, at the bride’s family home.

“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 couldn’t 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’.

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“TNB strongly believes in brightening people’s lives and bringing people together, which is why the company didn’t 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 scheduled to be aired on free-to-air TV networks and ASTRO channels from 5 November. Watch the full web film on [youtube.com/TENAGAOFFICIAL](https://www.youtube.com/TENAGAOFFICIAL) #KurumbuKudumbam #FamilyMischief.

Released in Kuala Lumpur on November 1st, 2018 at 9.00am

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