



Sanraa Signs \$ 10 Million Co Production Deal with In Fusion Malaysia for Ibn Battuta : 3D Animated Movie and Series – 08.10.2009

Sanraa has a great pleasure to inform of the landmark Co Production deal signed at MIPCOM, Cannes, France between India and Malaysia for Animation Co Production.

In Fusion Solutions Sdn Bhd, Malaysia have signed with Sanraa Media for the production of Animated Episodes : 13 Episodes X 22 Minutes of Ibn Battuta. These episodes follow the adventures of the eponymous 14th century Moroccan traveller.

Further the Co Production also states about the production of a 90 Minute 3D Animated Movie of Ibn Battuta for Theatrical release at an approximate Budget of around 10 Million USD.

"Ibn Battuta travelled for nearly 30 years through Morocco, Turkey and even in our own country, Malaysia," said In-Fusion executive producer Mohamad Salmi Mohd Sohod. "That allows us to introduce our viewers to a new country in each episode."

Co-executive producer Aznin Nur Ameran added: "In fact, Ibn Battuta traveled further than his near-contemporary Marco Polo. Our series is based on his account of his journey."

Ibn Battuta: The Animated Series goes into production in January 2010 and a movie will follow.