Noelle Hill

HT Communications

919-830-3616

[hillno@unc.edu](mailto:hillno@unc.edu)

NEWS RELEASE

FOR IMMEDIATE RELEASE – 08/29/24

MICATO SAFARIS PRODUCING FILM WITH PARAMOUNT+ STARRING JANE FONDA

NEW YORK – As part of an initiative to inspire more seniors to book luxury tours, Micato Safaris is producing a new film in collaboration with Paramount+ starring Jane Fonda. The film, titled “The India Affair”*,* follows Fonda’s character, 75-year-old widow Pamela Price, on her journey taking Micato’s Royal Palaces of India tour. While exploring the enthralling monuments and luxury hotels, Price begins a romance with her Micato Travel Director, silver fox Vivek Kapoor, who will be played by Indian actor Amitabh Bachchan. Filming will begin in October and the film has a projected release date of Feb. 14, 2025. The film will release exclusively on Paramount+.

Lisa Alam Shah, director of Micato India, said: “Funding the production of this film is part of our initiative to invite seniors out of their homes and into the splendor of India. We believe Jane Fonda is the perfect person to show seniors everywhere that it’s never too late to invest in adventure. The exact tour that Fonda’s character takes in the film is open for reservations on our website.” The Micato Royal Palaces of India tour is 16 days long and has a starting price of $22,700 per guest.

Eve Kenny, director of communications for Paramount, said: “Collaborating with Micato Safaris will allow the production to access the most luxurious locations in India. Fonda and Bachchan are both fantastic actors. I am positive they will bring Pamela and Vivek’s story to life in an inspiring way.”

-MORE-

MICATO SAFARIS FILM - Page 2

Paramount+ is a subscription-based on-demand streaming service featuring a vast collection of titles. Those interested in subscribing to Paramount+ can visit paramountplus.com.

Micato Safaris is a luxury safari company founded by second-generation Kenyans Felix and Jane Pinto in 1966 and currently headquartered at 15 W. 26th St. New York, NY 10010. Those interested in booking an African safari or tour of India can visit micato.com or call 1-800-642-2861.

# # #

Noelle Hill

HT Communications

919-830-3616

[hillno@unc.edu](mailto:hillno@unc.edu)

MEDIA ADVISORY

FOR IMMEDIATE RELEASE — 08/29/24

MICATO SAFARIS AND PARAMOUNT+ HOLDING PRESS CONFERENCE WITH JANE FONDA

NEW YORK — Micato Safaris and Paramount+ will hold a press conference announcing the production of a new film, which is titled “The India Affair” and stars Jane Fonda and Amitabh Bachchan. This collaboration is part of Micato’s initiative to inspire seniors to invest in adventure and purchase the Micato Royal Palaces of India tour.

WHAT: Press conference held by Micato Safaris and Paramount+ to announce their collaboration on the production of a new film.

WHO: Jane Fonda, Lisa Alam Shah, director of Micato India, and Eve Kenny, director of communications for Paramount, will be present and available for questions. Amitabh Bachchan will be in attendance by video conference and available for questions.

WHEN: Aug. 31 at 1 p.m.

Scheduled activities:

1:05 p.m. Welcome by Eve Kenny

1:15 p.m. Official announcement by Lisa Alam Shah

2:15 p.m. Press panel with Jane Fonda and Amitabh Bachchan

WHERE: The Micato Safaris headquarters at 15 W. 26th St. New York, NY 10010. The conference will be held on the 11th floor in the meeting hall.

DETAILS: Jane Fonda will be available for photos after the press panel. No flash photography will be permitted. Garage parking will not be available for any attendees. Street parking will be available for the press on West 26th Street. Wireless internet access will be available. The event’s dress code is cocktail attire.

# # #

Noelle Hill

HT Communications

919-830-3616

[hillno@unc.edu](mailto:hillno@unc.edu)

FACT SHEET

FOR IMMEDIATE RELEASE — 08/29/24

MICATO SAFARIS AND PARAMOUNT+ TO COLLABORATE

Micato Safaris and Paramount+ are collaborating to produce a new film featuring a senior lead cast.

**Micato Safaris**

* Micato Safaris is a luxury safari and tour company headquartered at 15 W. 26th St. New York, NY 10010.
* Micato Safaris was founded in 1966 by second-generation Kenyans Felix and Jane Pinto and is still operated by the Pinto family.\*
* Micato Safaris is launching a new initiative to encourage more seniors to book luxury tours. This film, which features two seniors enjoying adventure and romance on a Micato luxury tour, is part of that initiative.

**Paramount+**

* Paramount+ is a subscription-based on-demand streaming service
* The platform features a vast collection of existing and original titles.\*\*

**The Film**

* The film that Micato Safaris and Paramount+ are producing is titled “The India Affair” and will release exclusively on Paramount+ Feb. 14, 2025.
* Jane Fonda is an acclaimed American actress and political activist. She will be playing the film’s female lead, Pamela Price. Fonda is 86 years old.\*\*\*
* Amitabh Bachchan is a prolific Indian actor and is considered one of the most popular actors in Indian film history. He will be playing the film’s male lead, Vivek Kapoor. Bachchan is 81 years old.\*\*\*\*

-MORE-

MICATO SAFARIS FILM FACT SHEET - Page 2

\*[Source: <https://www.micato.com/about/pinto-family/> Aug. 28, 2024.]

\*\*[Source: <https://www.paramount.com/about/brands/paramount-plus> Aug. 28, 2024.]

\*\*\*[Source: <https://www.britannica.com/biography/Jane-Fonda> Aug. 28, 2024.]

\*\*\*\*[Source: https://www.britannica.com/biography/Amitabh-Bachchan Aug. 28, 2024.]

# # #