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***Icon Art Production offers incentive Program for UAE Film & TV Productions***

*30% Cash Rebate on Rentals & Productions in UAE*

Film and TV Production House and market leader, Icon Art Production (IAP) announces a new initiative to support and develop the local film and TV industry by promoting the UAE as a production location for local and International production by offering 30% Cash Rebate on Rental & productions spends in UAE.

In phase 1, the IAP Rebate Program supports small, medium and large productions happening in the UAE. The aim is to attract local and international production houses, Producers & Directors to make UAE a production destination. IAP is offering an incentive to pay back clients through a loyalty program that supports existing and new production houses, Producers, Directors and Line Producers, encouraging them to shoot in UAE.

*Production Clients – Production houses looking for full Film & TV production support in UAE.*

The client gets 30% cash Rebate on equipment’s, Crew, transport, cast, on productions in UAE. Added benefits include no fees charged for script approval, assisting with shooting permits for public locations, production budgeting, supplier negotiations, assistance in obtaining permits, script approvals, visas, customs clearance on equipment, transport, sourcing experienced and professional cast/crew, offering studios and post production facilities at competitive rates and sourcing special rates with hotels. Sponsorship opportunities for Feature Films, The rebate value for Productions is minimum AED 250,000.00 and maximum AED 3,500,000.00**.**

*Rental clients*

Production houses looking only for rental of equipment get 30% discount for equipment on normal rates as per Industry Standards in UAE, 15% discount on crew, 20% Discount on Transport, a bonus 30% cash Rebate on equipment, crew and transport after completion of 2nd Rental and special discounts for long term rentals in UAE. The rebate value for rental is minimum AED 10,000.00 and maximum AED 250,000.00**.**

IAP has set a Trend and inspired producers of Bollywood to shoot the entire movie not just Songs in Dubai, UAE

As a result, IAP has worked on 25 Feature Films in UAE. IAP line produced Darmiyaan, Ki & Ka, Bin Roye, supported other productions with equipment, crew and transport., Hera Pheri 3, Air Lift, Badlapur, Welcome Back, Happy New-year, Zalim Delhi, Sultanate, Bewakaoofiyaan, Lay Bhari, Super Nani, Bhai, master Piece, Heartless, Linga, Manal Nagaram, Ladies & Gentlemen and Samrajyam etc.

*Producers & Line Producers*

We take great pleasure in thanking the industry leaders who have played a great role in bringing movies to

Dubai, UAE. Mini Sharma, Ashtar Syed, Saad, Javeed Shafi, Vikram Manghnani, Abdul Salam, Raghu, Ashfaq,

Sunny, Shekhar Suman, R. Balki, Japinder Singh, Firoz Nadiadwala, Shankar, Momina Duraid, Dinesh Vijan,

Nupur Asthana.

Icon Art Production has supported all level of productions and made producers budget work to their advantage. According to IAP founder Zakir Husain, every production is important and everyone deserves equal support irrespective of how big the brand or celebrity of the industry.

He continues, “We believe in creative work, and we work with passion to deliver the best possible result to the project. We are passionate about the Film & TV, Music Videos Commercial & Events Productions and have worked on over 700+ Productions in past 8 Years. We understand what is required to create quality content, to achieve a quality production and what production houses, producers, directors, DOP’s and agencies and clients require to complete the productions.”

**Dubai Film and TV Commission** has been a great support on Script approvals, shooting Permits publics & Semi government location and 24x7 standby Support on any matters of productions taken place in Dubai UAE.

**Ends**

Issued by Coral Coast PR on behalf of Icon Art Production. For further information, please contact Shereen for press enquiries on 0507690087 / [Shereen@coralcoastpr.com](mailto:Shereen@coralcoastpr.com).

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