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THE HINDU

7UP launches new campaign

Staff Reporter

HYDERABAD: Dance enthusiasts now have an opportunity to feature in a music video with Tollywood actor Allu Arjun. Pepsico on Tuesday announced the launch of "7UP Star with Allu- season 2".

Auditions for this contest will open in Warangal, Hyderabad, Kurnool, Guntur, Vijayawada, Rajahmundry, Kakinada and Visakhapatnam districts and Bengaluru. Judges will select two contestants from each audition and out of the 22 short-listed contestants, seven would be picked by Allu Arjun.

Auditions in the city will be held at B. M. Birla Science Centre on October 30 and November 20. The campaign will culminate in a grand final

on November 23 in Hyderabad.

"It is a good opportunity for dancers to make it big. Apart from featuring in a music video, this initiative can help youngsters go a long way," said Mr. Arjun.

Requirements

To participate in the contest, one has to submit a registration form along with a collection of a mix of seven PET labels of 7UP / Nimbooz or returnable glass bottle crowns of 7UP / Nimbooz drinks, passport size photographs and identity proof details.

Registration forms are available on 'www.7up.in' website or for more details call on IVR number 097119-55997, said a press release.