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ET madras PLUS

DANCE IT OUT

7 Up, a leading soft drinks brand, is launching Dance For Me - Lemon Pattalam, an event designed to provide a platform for dance enthusiasts to showcase their talents. The auditions will be held in Chennai, Bangalore and Hyderabad. Interested participants are required to collect seven crowns or PET labels of 7 Up before becoming eligible for participation. The grand finale will be judged by actors, Simbu and Allu Arjun, and the winner will be awarded ₹51 lakh. For details, log on to www.7UP.in.