

Pecha Bhangre Da rega regales

Nachda Punjab Cultural Society and Mohindra College won the contest. Nawan Shahr school wins | Shahr school wins U-16 category



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LUDHIANA: Nimbooz's "Pecha Bhangre Da" was organised at GRD Academy on Saturday night with great zeal and fervour.

The winners in the event are Nachda Punjab Cultural Society and Mohindra College. In the under-16 category winner is Shiv Chand Public School, NawanShahr.

The winning team received a cash prize of Rs 1,00,000 and a chance to work in an upcoming movie of renowned Bollywood and Punjabi films

producer-cum-director, Manmohan Singh, of *Jee Asyan Nu* fame.

In the grand finale, Alpna Titus, Executive Vice President, FlavourPepsiCo India Holdings, said, "This initiative promises to take audience engagement and interactivity to even greater heights while catapulting Nimbooz Pecha Bhangre Da into ultimate stardom. It is very heartening to see the youth from Punjab compete with each other to make their dream come true."

He said, "I congratulate Nachda Punjab Cultural Society, Mohindra College and Shiv Chand Public School teams and



*(Clockwise from top) Participants performing during the Pecha Bhangre Da show in Ludhiana on Saturday late evening. Harbhajan Mann and Jazzy B were the star attraction of the day.



wish them all the best. We are absolutely delighted to be playing a catalytic role in this innovative and memorable initiative.

"We are highly thankful to

the jury and people of Punjab for sharing their experiences with us", he added.

The auditions started from April 10 in Chandigarh and the semi-finals were at Jalandhar.

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The event was promoted in association with FTC Punjab thereby giving further mileage to the cause and its participants.

The jury of contest comprised of six judges and, Sukhvinder Sukhi, best selling folk artist of Punjab for four consecutive years, Jawinder Singh Kooner, dhol champion, Dolly Malkiat, a prominent personality in the Punjabi folk music who has dedicated more than half of her life for promoting Giddha and Bhangra across the globe, duo of Balkaran Brar and

Ajay Sharma, who dedicated their lives for Bhangra, training students from almost 30 years, Aranjjan and Grand Master Pannu Bai, one who needs no introduction, the epitome of Punjabiyat folk culture.

Last but not the least Jazzy B and Harbhajan Mann also graced the occasion and gave dazzling performances.