

# Happy feet

**EVENT** 7up Dance On brought to the fore talent from small towns across South India



The talent pool in rural areas has always complained of a lack of opportunities. The dance competition, 7up Dance On, organised by Pepsico helped them showcase their talent. It recently concluded with a grand finale that was judged by STR, Allu Arjun, Vedhika and Puneet Rajkumar.

"We wanted to go to small towns and provide a platform to creative youngsters keen to express themselves. It also made our brand so much more popular," says Ruchira Jaitly, executive vice president, marketing, Pepsico.

This year's edition had around 6,500 dancers from 15 cities across South India participating. STR, who is one of the best dancers in Indian cinema at the moment, said that he was glad to be associated with 7up Dance On as a member of the jury. "I have been reluctant to associate myself with brands. But, when 7up came up with this offer, I couldn't turn it down simply because it provided such a big opportunity for these youngsters to exhibit their talents. I wanted to be a part of it."

Around eight teams participated in the final that took place recently. The first place went to the SNV crew who were presented with a cash prize of Rs. 21 lakhs, while the first runner-up received Rs. 15 lakhs. The teams placed third were given a cash prize of Rs. 7 lakhs each.

UDHAV NAIG



**RHYTHM FEST** Participants and judges at the event