

City Express

DANCE AWAY TO GLORY

Mangalore-based 'Boyzone' wins contest by softdrink major

Express News Service

Chennai: At the recently concluded 7Up Dance For Me contest, Mangalore-based dance troupe Boyzone bagged the first prize and won cash prize worth ₹51 lakh. The soft drink brand ambassadors, actors Allu Arjun and STR, along with actress Hansika Motwani announced the winner here in the city.

Having conducted auditions across cities and states, the contest was truly a dance extravaganza. Seven teams were selected from a total of 1,365 teams from across 21 cities in Tamil Nadu, Andhra Pradesh, Karnataka and Kerala based on an online voting system.

Dance enthusiasts registered at their city auditions in teams of seven and top two teams qualified for the regional finale in Bengaluru, Chennai and Hyderabad. One more team from each city was selected through



Dance troupe Boyzone with actors Allu Arjun, STR and Hansika at the finale

online voting for the regional finales. Then the top two teams from the three regional finales and one wildcard entry, were selected as the finalists. They were given a chance to take part in a specialised dance workshop in Chennai to get them ready

for one of the biggest dance offs.

Speaking at the grand finale, Ruchira Jaitly, executive vice president, marketing, beverages (flavours), PepsiCo India said, "Many congratulations to team Boyzone for winning 7UP

Dance For Me contest. I'd like to thank all our participants for making the contest such a grand success. Several budding dancers got a chance to showcase their talent. We are thrilled about the encouraging response Dance for Me has received."

Actor and 7UP brand ambassador Allu Arjun commented, "Boyzone deserves to win. All of the seven members were a treat to watch. The coordination among them is beautiful. The other six teams also displayed some wonderful talent and it was very difficult for us to choose a winner."

Actor and 7UP brand ambassador STR added, "I enjoy dancing and I'm very happy to see the passion these youngsters have. The contest has given every dance enthusiast an opportunity to showcase their skills. I hope they had as much fun performing as we had watching the routines."

An ecstatic captain Dikshith of the winning team 'Boyzone' said, "We are thrilled to win 7UP Dance For Me. It was a dream come true to perform in front of Allu Arjun and STR. We have worked very hard to get here and this means a lot to all of us. Thanks 7UP."