

THE HINDU

7 'stars' to jive with Allu Arjun



LUCKY SEVEN: Actor and 7Up brand Ambassador Allu Arjun with the winners of '7 Up Star with Allu Contest' at a promotional event held on Wednesday.
- PHOTOS: MOHD. YOUSUF.

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Staff Reporter

HYDERABAD: Navya got lucky on Wednesday. She earned herself a place in a music video with Telugu film star Allu Arjun and she made him laugh. When he asked what made her come all the way from Nellore, she came the reply, "I came for you." He was clearly impressed.

The search for Pepsi Co India's '7 Up Star with Allu Contest' ended here on Wednesday with Navya, Abhinay Kumar (Kurnool), A. Venkatesh (Kurnool), Likhita (Vizag), Mahesh (Warangal),

Shiv Kumar (Hyderabad) and Nani (Rajahmundry) being declared as winners.

Of the 3,000 and more who auditioned across 13 cities, only 20 made it to the finals in Hyderabad, which were judged by Allu Arjun himself and two others.

Solo tracks or medleys, they danced to their favourite star's tunes putting up their best show for him.

He spoke to the participants personally after each performance asking them where they came from, how they learnt dance, congratulating them for making it to the fi-

nals and appreciating their dance moves. For their part, they were elated not just at meeting him but also at hearing such encouraging words from him.

Allu Arjun admitted that he was "Pleasantly surprised at the dancing talent attracted by the contest. I am really looking forward to working with these people for the upcoming music video."

"It is great to see such energy on stage. And it's clear that they are very excited about meeting Allu Arjun," said Alpana Titus, executive vice-president, 7 Up.