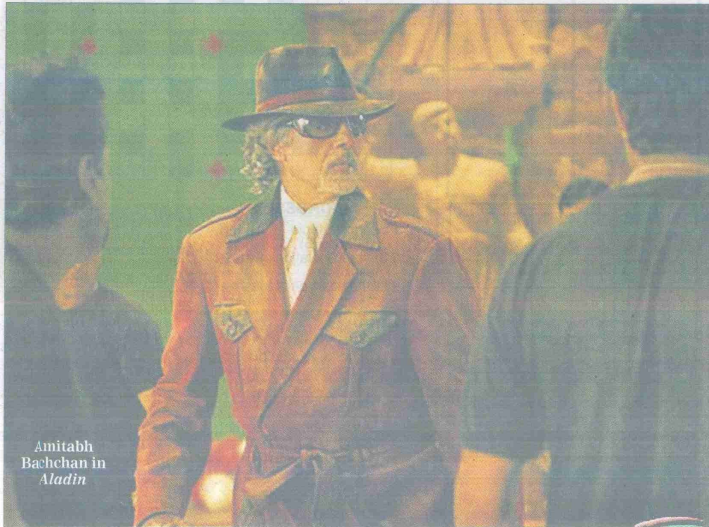


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BOLLYWOOD

Another first for Big B



Amitabh Bachchan in *Aladin*

Just when you thought that the man could do nothing new at 66, Amitabh Bachchan surprises you... again! For a new commercial of Navratna Oil, Big B has sung an ad jingle for the first time in his career.

The ad brought together the *Aladin* team of director Sujoy Ghosh, music directors Vishal and Shekhar and, of course, The Man.

AB has not only lent his voice to the jingle, but has also contributed to its composition!

"Inevitably, The Man got it going on and totally rocked it," Vishal Dadlani tells t2 from Mumbai.

The ad film has been conceptualised and executed by advertising agency Mudra Communications. Says Aakash Neil Dasgupta, group head (copy) of Mudra, who wrote the song: "I have worked with Mr Bachchan on a number of occasions earlier, but never noticed this kind of energy level. The film was complete in a fortnight, including two days of shooting. It was a fabulous experience."

Bachchan's involvement in the making of the film was total. He spent hours in the studio providing

inputs on composition and tuning while working with Vishal and Shekhar.

Adds Vishal: "Since it's a Navratna Tel ad, '*ihanda ihanda, coolam coolam*' is how the jingle goes.... It's folksy, energetic and a totally fun piece. And yes, it's mostly co-composed by The Man himself!"

This is, of course, not the first time that Bachchan has worked with 'Unforgettable' duo Vishal-Shekhar. For the *Aladin* soundtrack, where AB plays the genie Genius, he has sung a track which is believed to be the next big chart-buster.

"Whoever's heard the song feels it's an incredible number," says Vishal. "It's like an item number and kind of hip-hopish. Mr Bachchan has outdone himself. You have to hear it to believe what he has done to the song."

While *Aladin* is still some time away — slated for release on July 24 — watch out for the Navratna oil commercial on TV to catch the famous baritone in rhythmic action.

Pratim D. Gupta