



TOLLYWOOD

FIRST LOOK: KNIGHT RIDERS

Yes, that's SRK and our very own Rituparna Sengupta doing their first reel romance for a Sona Chandi Chyawanprash commercial! Dressed in golden armour, Shah Rukh Khan and Rituparna play husband and wife in the ad film directed by Ram Madhvani. The ad will soon go on air.

"SRK was very sweet. He told Ram Madhvani to treat me well or else I might not support Kolkata Knight Riders! I found Shah Rukh to be very professional and skilled. Most of his shots were okayed after the first take. He said he knew that I was doing films in Mumbai," gushed the Tolly heroine.

Said Ram of Equinox Films, who steered the advert: "The idea of the commercial is that Sona Chandi Chyawanprash acts like an armour against problems like pollution, stress and other health hazards. The golden battle armour is to make the concept very contemporary. It's the new identity for the brand.... Working with Shah Rukh and Rituparna was like having a day full of fun. Shah Rukh, of course, is a charmer, always cracking jokes. I was working with Rituparna for the first time and I found her to be totally on the ball. If the commercial works well, we may do more in the series."

Sona Chandi Chyawanprash maker Emami is happy having struck the right combo. "Shah Rukh in No. 1 in Bollywood and Rituparna is No. 1 in Tollywood, and we wanted to bring them together. They are looking very good together!" said Emami director Aditya V. Agarwal.

Do you like the SRK-Rituparna pairing? Tell t2@abpmail.com