

# BrandReporter

## STAR-TALWALKARS

# Fit for Dancing

Will the fitness dance show for the common man on STAR give the channel an edge over others? **By Surina Sayal**

International formats of reality dance shows usually feature common people instead of celebrities and popular faces. Indian viewers are left watching similar, 'adapted' shows that star only celebrities. But now viewers of the popular dance show *Nach Baliye* on STAR Plus will get a chance to put on their dancing shoes.

STAR's *Nach Baliye* has collaborated with fitness chain Talwalkars to design a dance-cum-fitness programme that will take the show one step ahead of regular dance shows. Viewers will be provided an opportunity to dance

and experience all that a participant on the show goes through.

Like in *Nach Baliye*, participants will be trained by professional choreographers, across multiple dance forms set to popular Bollywood music. The programme will include other dance forms like salsa, jive, samba, hip hop, rock and roll too. Competition between participants will ensure that the best performers are

recognised with a *Nach Baliye* trophy from STAR and Talwalkars.

The course kick-started on November 1 and will continue for a 12-week period in 13 cities across

A new line of apparel has been designed with PlanetM for the show.



**Talwalkar: Extending the fitness mantra through dance courses**

India in Talwalkars' health centres. The entire course will cost approximately Rs 5,000 and classes will be held two days a week.

Says Prashant Talwalkar, managing director, Talwalkars Better Value Fitness: "*Nach Baliye* is a strong concept that can be extended on ground in the form of dance classes and

dance-inspired fitness classes. STAR chose to explore *Dance 2 Fitness* as a concept and Talwalkars had the right infrastructure and the facilities they were looking for."

Nanette D'sa, senior vice president, licensing & merchandising, STAR India says that the company wanted to introduce a range of merchandise that would appeal to viewers of *Nach Baliye*. As the first step "we designed a line of apparel on the theme of *Dance 2 Fitness* with PlanetM," she says.

Does this give STAR an edge over other popular dance shows? "We'd like to continue sharing the emotional chord that we share with our viewers," says D'Sa.

The *Dance 2 Fitness* *Nach Baliye* course will be held at Talwalkars' branches in Bangalore, Chennai, Kochi, Mangalore, Vijayawada, Secunderabad, Jaipur, Indore and Mumbai. Corporates too will be invited. The programme is being promoted using the show and on-ground activities through the Talwalkars chain. ■

surina.sayal@thebrandreporter.com