



KATE CHOPS HER LONG BLONDE LOCKS FOR A FILM >> P4

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WHY NO BIG AD DEALS FOR TV ACTORS?

Small screen stars question why huge popularity still can't get them major brand endorsements

Shreya Mukherjee

Television in India is now nearly as big as cinema — top TV stars are often paid more and have a bigger social media following than Bollywood actors with middling fame. Major TV stars are also getting substantial roles in films. But lucrative brand deals still elude them. Commenting on this, actor Arjun Bijlani (Left Right Left; Naagin) told us in a recent interview, "As a medium, we [TV actors] cater to a larger audience. So, I really don't understand why we can't be the face of a cola brand, like film and sports stars."

Agreeing with this, Divyanka Tripathi Dahiya (Ye Hai Mohabbatein) says, "We've become a brand in ourselves, beyond our shows. The number of [social media] followers we have isn't any less than [that of] film actors. Those who think we can't promote a popular brand... I'd consider it backward thinking."

Here's what the numbers say about

Some brands have too much money to spend, and they [seem to] believe only movie and sports stars are worth that amount

ARJUN BIJLANI, TV ACTOR

You watch a film of a certain actor after a gap. When you see TV actors every day, what's the point of seeing them in ads, too?

PRAHLAD KAKKAR, AD FILMMAKER

From top: Arjun Bijlani; Keith Sequeira; Rashami Desai; Divyanka Tripathi Dahiya



'I'll be called sexist for being over-protective'

Monika Rawal Kukreja

Usually soft-spoken, actor Tiger Shroff says that he is "over-protective" beyond imagination when it comes to his sister Krishna Shroff. "If you ask me, I'm the kind of guy who just wants to wrap his sister in a blanket, because I am an over-protective brother," says Tiger. "I know that after saying this, people will say 'Oh, he's sexist,' and I'll be called all sorts of names. But I don't care, because people like to perceive things in their own way."

Tiger recently faced flak for calling his female co-stars "padding", but he later clarified that the word was used for anything outside his own zone in a film project, and that he wasn't referring to the female leads specifically. Given how protective he is,



we ask why Tiger didn't fire at those who trolled Krishna for posting her "topless" photos on Instagram — the photos, in fact, only showed her bare back — even though his father, actor Jackie Shroff, was vocal about the matter. Tiger says, "I didn't take a stand because I don't see anything wrong with what my sister posted... it wasn't in your face. A lot of people out there get [all sorts of] photo

shoots done and post their pictures, so it's her wish. Everybody has that freedom of [expression] and... you can't always expect positive [reactions] from others." The actor, whose films include Heropanti (2014), Baaghi, A Flying Jatt (2016) and the recent release Munna Michael, calls his sister his "most honest critic".

Stating that his father rarely gives him feedback on his performance, Tiger adds, "The maximum inputs come from Krishna. She has studied filmmaking, so she's very intellectual in that sense. The best piece of advice she gave me was, 'Don't overdo it, and just be in the character. Don't do too much, don't do too little.'" Being an assistant on the sets of Munna Michael, Krishna, says Tiger, "was like my second director".

Two much drama!

S Farah Rizvi

Actors Narayani Shastri and Ajay Singh Chaudhary are more than elated with the response the promo of their upcoming show has garnered. The actors, who are playing reel life couple for the first time, were in the city to promote their upcoming show.

Narayani, who was last seen in Piya Rangrez, is all ready with her new show in less than six months. "Yeah this way I'm lucky. Last year and for that matter this year too, I have been getting good work. I'm working incessantly. This is a good phase for me. Whatever work I have done till date has been quite satisfactory," she tells HT City.

For Uttaran and Phulwa

famed actor Ajay, this is the first time he will be role-playing a father to a grown up girl on TV.

"I love acting because it has given me everything. I get to play different characters. It's real fun! In between, I also get chance to juggle between other things — be it reality shows or anchoring," he says.

Excited Narayani, who recently disclosed about her one-and-a-half year old marriage to British national Steven Graver 'Tony', says, "My husband and my pets (six cats and two dogs) takes all my time. Now I have shifted near Film City and so my work does not take me away from my home. I am able to give required time to both my work and home. I'm at peace at present and happy with my marital life."

Coming back to the show she adds, "The character of Satrupa—is a blue blood woman who believes in complete control over life and her family. I'm enjoying role-playing this ambitious lady as much I enjoyed the role of rustic mother and grandmother in Piya Rangrez."

Whereas, Ajay believes that his present character of a son and a father is the most crucial character of Rishton Ka Chakravayuh. "I am role playing a character which has multiple shades and as the show proceeds all the characters of the show will shape up in a beautiful manner. I'm glad that I took up this show. Though it's a family saga but the characters are completely inspired by real life." Narayani is in no hurry

TV is a medium that I enjoy the most and also to be honest I was never offered a truly great role in films

NARAYANI SHASTRI, ACTOR

when it comes to movies. "I'm enjoying my home coming on Star Plus after Kyunki Saas Bhi Kabhi Bahu Thi (as Kesar). It's a home coming in true sense. TV is a medium that I enjoy the most and also to be honest I was never offered a truly great role in films so I never thought of taking up movies."

She has some future plans too. "Soon, I will come up with my own show as a producer because I feel this is a right time to do so. Also, there have been instances where I thought 'Kash yeh mera show hota ...toh...I would have added this or subtracted this...but then that will take time," she laughs before signing off.

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STOP PRESS

SRK, ANUSHKA TO VISIT VARANASI

Bollywood superstar Shah Rukh Khan will be on his first ever trip to Varanasi on Monday for promotion of forthcoming film Jab Harry Met Sejal. Director Imtiaz Ali and Anushka Sharma will also accompany the star. District administration has received information about the proposed visit of the celebrities. A source



in district administration has confirmed the same. The trio will interact with the youth. They are likely to visit the ghats where they may meet some guides and enjoy boating. The actor has promoted his film in different style and his visit to Banaras is also part of the promotion with a difference.

NEENA'S JOB-HUNT

Actor Neena Gupta, who has put up an Instagram post ("I live in Mumbai and working as a good actor looking for good parts to play") has been praised for being humble. Daughter Masaba, a noted designer, wrote: "My mother put up this post... I mean, my 62yr old national award winning mother."



PHOTO: AALOK SONI/HT

AAMIR'S APPEAL FOR FLOOD-HIT STATES

Actor Aamir Khan has come out in support of flood-hit people in Assam and Gujarat. In a Twitter video yesterday, he appealed to people to come together and donate to the Chief Ministers' Relief Fund of both the states. Aamir also promised that he himself will be doing the same.



PRIYANKA TO PRODUCE SHOW ON MADHURI

Actor Priyanka Chopra, who has found a place in Hollywood, is reportedly executive producing a comedy series about Bollywood's dancing diva Madhuri Dixit. According to variety.com, the series will show how Madhuri settles down in an American suburb with her bi-cultural family and brings colour to an otherwise dull town.



Kids' reality show judges are conscious parents first: Anurag

Monika Rawal Kukreja

Filmmaker Anurag Basu, director of Jaggaa Jasoos, has been quiet about the tirade directed at him by Rishi Kapoor, father of the film's lead actor and producer Ranbir Kapoor, following its failure.

However, that's not because he shies away from speaking his mind. While he didn't respond to Rishi out of respect, Anurag has plenty to say about another hotly debated subject: whether TV talent shows ruin childhood or not. "Honestly, what Shoojit is thinking from an outside perspective is exactly how I used to think as well, four years ago," says Anurag, referring to filmmaker Shoojit Sircar's tweet earlier this month, bashing children's reality shows.

Anurag, who is father to two girls and has judged two kids' reality shows, Super Dancer and Sabse Bada Dramebaaz, believes that even judges are "conscious parents". He says, "I tell kids that your dream should not be to win or bag a role in a film. Your primary goal should be to become a better person, which means go and study."

Rather than diminishing the experience of childhood, these shows help children learn about different cultures, says Anurag. And, he adds, it's up to the parents to ensure that losing in a contest doesn't affect the kids.

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PHOTO: SUNIL SHIRSEKAR / FOTOCORP



There's a very healthy, homely atmosphere, where kids stay together, become friends, dance, get exposure, and feel happy about it all without any stress

ANURAG BASU, FILMMAKER AND REALITY SHOW JUDGE

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