

Shah Rukh embraces hip-hop for KBC music video

Bollywood superstar Shah Rukh Khan, who is going to host STAR Plus' popular quiz show 'Kaun Banega Crorepati' (KBC), is also featuring in a music video exclusively made for the show - his first such venture.

For the video, he has joined hands with singer-choreographer Ganesh Hegde who is presenting him in a completely new avatar. The two had earlier worked together for 'Don'.

The three-minute video is titled 'Kar le kar le tu aek sawal'.

'Shah Rukh has got a completely new, young look in the film. He will be seen donning a hip-hop look and the clothes are also designed to suit the mood of the video. The song is a fusion of hip-hop and Indian music,' Hegde told IANS.

'We have put four huge, lavish and expensive sets in Mumbai. Even now I am shooting for it. We started shooting on Jan 10 and will wrap it up by tomorrow. After that we will do the post-production work,' he added.

As far as Shah Rukh's clothes are concerned, Hegde said: 'I shared my thoughts with (filmmaker) Karan Johar. He has done the styling accordingly.'

The music video will be unveiled Jan 22 just before the quiz show goes on the air. STAR Plus is, however, going to 10-15-second-long show teasers of the music video before it actually premieres.

'It was SRK's idea to come up with a music video for KBC. He then shared the idea with his team,' said a STAR Plus source.

The music video is conceptualised, choreographed, directed and sung by Hegde. Music is by Vishal-Shekhar while Shabbir, R.D. Telang, Kumar and Asif Baig have penned the lyrics.

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