

## Talwalkars and STAR India extend the magic of Nach Baliye on ground Dance 2 Fitness with Talwalkars and Nach Baliye

How do you take the most popular celebrity dance show and make it even more special for viewers? By bringing the experience alive on ground STAR has associated with Talwalkars to design a dance cum fitness program that will enrich the show by providing viewers a program to experience what the Jodis on air do - to learn to dance, even if they have never attempted it before.

Like Nach Baliye, the program participants will be trained by professional choreographers, over a 12 week period, to test their dancing skills across multiple dance forms set to popular Bollywood music. There is a special couple package for those who can pull along their partners.

A unique competition of all participants will ensure that the best performers are recognized with a Nach Baliye trophy from STAR and Talwalkar together with merchandise inspired by the Show.

The course will kick start on November 1 and will be held in 13 cities across India in the aerobic studios of Talwalkars health centres.

Mr. Prashant Talwalkar, Managing Director, Talwalkars said, 'Inspiring people of all age groups to jive or dance to stay fit is an ambition which is not far-fetched. If a popular show like Nach Baliye can enthuse celebrities to wear their dancing shoes, we at Talwalkars hit upon the idea of inspiring people of all age groups to jive or dance to stay fit. Being in the fitness industry for over 75 years, our endeavour is to introduce novel concepts in the area of fitness/health which ultimately culminates into making fitness a religion for every individual.'

Ajay Vidyasagar, President Content & New Media says 'The third installment of Nach Baliye has been an immense hit and a special experience for millions of viewers across the country. To recreate the Nach Baliye experience for fans of the show, we have partnered with India's leading fitness company and designed a fitness regimen that we're confident will give viewers a taste of what the show's stars have gone through in mastering their routines. '

Taking the initiative pan-India, the Dance 2 Fitness Nach Baliye course will be held at Talwalkars branches in Bangalore, Chennai, Kochi, Mangalore, Vijayawada, Secunderabad, Jaipur, Indore and Mumbai. Professional choreographers will teach the members various types of dance forms. Besides conducting the course at their aerobic studios, the Nach Baliye Dance 2 Fitness course will soon be offered by Talwalkars to corporates at their facility.

( © India PRwire / India eNews)