

Aladin fulfills the wishes of 10 lucky contestants

Ten lucky winners of the Baskin Robbins contest for Eros International's ALADIN get a golden chance to spend quality time with Riteish Deshmukh (ALADIN)

Mumbai, Maharashtra, November 7, 2009 /[India PRwire](#)/ -- After launching three Aladin ice cream flavors and announcing one of the most exciting contests of the season last month, it was time for **Baskin Robbins**, *the world's largest chain of specialty ice cream shops* and **Eros International**, *the leading studio in the Indian entertainment industry that produced Aladin*, to announce the winners! Ten lucky people who participated in the Baskin Robbins contest for Eros International's Aladin today got a chance to fulfill their dream of meeting 'Aladin' himself - **Riteish Deshmukh**, at a 'Meet and Greet' session organized by Baskin Robbins and Eros International.

The winners had a whale of a time interacting with Riteish Deshmukh, who as always, was in a very witty mood. He cracked jokes with the winners, signed numerous autographs and posed patiently as the winners took photographs with him. The winners, all of whom loved the movie 'Aladin' also asked him questions on how was the experience to act in the movie with Jacqueline Fernandez, Amitabh Bachchan and Sanjay Dutt. Not to forget, they all indulged in sinful scoops of Baskin Robbins ice creams! All in all, it was one memorable evening for the ten lucky contestants, which they would not forget for a long time to come.

Earlier last month, Baskin Robbins launched three **Baskin Robbins Aladin ice cream flavors in association with Eros International**, named as Choc 'aladin linked to Riteish Deshmukh's character of Aladin, Princess' Delite linked to Jacqueline Fernandez' character of Jasmine and Ringmaster's Whip linked to Sanjay Dutt's character of Ring Master in the film.

The Ice Cream Major also announced a special contest where any consumer who bought a Value Scoop from Aladin's new range of ice creams stood to win exciting merchandise such as tattoos inspired by characters from Aladin, music CDs of the film and movie tickets. The lucky winners of the grand prize would get a golden chance to mingle with 'Aladin' himself.

Notes to Editor

About Baskin Robbins:

Baskin Robbins, the world's largest chain of ice cream specialty shops, creates and markets innovative, high quality ice cream, specialty frozen desserts and beverages in more than 5,800 retail shops around the globe. Baskin Robbins has introduced consumers to the wonderful world of quality and tastes delivered in an unending variety of flavours. The brand offers customers a mouthwatering range of sundaes, smoothies, blasts, shakes, ice cream cakes, ice cream scoops and cones through a wide spread chain of over 380 outlets in India. Baskin Robbins has created more than 1,000 ice cream flavours and a wide variety of delicious treats.

About Eros International PLC:

Eros International is a leading integrated studio in the rapidly growing Indian media and entertainment sector, involved in the production, acquisition and distribution of filmed entertainment content across current and emerging formats including cinemas, home entertainment, television and new media. Established in 1977 with a vision to become the gateway for Indian content worldwide and Hollywood content in India, Eros has over three decades of market leadership in creating a global platform for Indian cinema. Strong globally recognized brand, extensive distribution network and an unrivalled library of over 1,900 films render Eros a steadfast market positioning today. In 2006 Eros became the first Indian media company to get listed on AIM, LSE. Eros operates in 5 continents and over 50 countries with diversified assets and worldwide offices throughout India, the United Kingdom, USA, UAE, Singapore, Australia, Fiji and the Isle of Man.

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