

## **Brandsmith hosts top Dutch Reality Show in India**

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Mumbai, Maharashtra, July 24, 2008 /[India PRwire](#)/ -- Leading brand & film promotions company **Brandsmith** hosted Holland,s biggest Reality show "Try before you die" on BNN TV in India. Hosted by top actress & Television presenter Sophie Hilbrand, these special prime time series were shot on two of the biggest Bollywood potboilers, namely Red Alert & Fox in Mumbai recently.

Kickstarting in September this year, popular actor, anchor & youth icon Sohie Hillbrand covered leading film stars & Bollywood personalities like Arjun Rampal, Suneil Shetty, Gulshan Grover, Deepak Tijori, Ananth Mahadevan, TP Aggarwal & Rahul Aggarwal.

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The hectic one week schedule started with Red Alert Producers TP Aggarwal & Rahul Aggarwal meeting Sophie at their swanky office and then taking her audition for an important role in Red Alert, a film on naxalites. This was followed by Sophie calling upon Director Ananth Mahadevan to dicuss her role as a TV reporter for an important scene with leading actors like Gulshan Grover, Suneil Shetty, Markhand Deshpande & others.

Sophie Hilbrand also met up with actor Gulshan Grover at his Versova apartment over breakfast to rehearse her lines. The BNN crew also covered Deepak Tijori,s Fox, starring Arjun Rampal & Sunny Deol where Sophie witnessed a song sequence filmed on Arjun Rampal & singing sensation Mica, before finally landing on the sets of red Alert to play an important part in the film with Suneil Shetty, Gulshan Grover and others.

"We were excited at the proposition when **Rahul Mittra** first discussed this concept with us," said the young & dashing Producer of red Alert, Rahul Aggarwal whose leading production house Star Entertainment Pvt Ltd has been credited with big films & TV shows, the recent one being Biggest Loser on Sahara One. "We are sure that Red Alert would be this year's most awaited film in Holland & Europe after this special promotion with **BNN TV & Brandsmith,**" said Aggarwal.

**Brandsmith** is handlingtop Dutch TV channel BNN,s filmingin India for the second consecutive year, the last programme being a rage in Holland, sending thousandsof tourists to India. The entire story-board was drafted by **Rahul Mittra CEO Brandsmith** who was elated after months of meticulous planning finally came to a successful end, with **Sophie Hilbrand** returning to her country, this time as a Bollywood actress.

### **Notes to Editor**

Logon to [www.brandsmithindia.com](http://www.brandsmithindia.com) for more information

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