

## 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*

Mumbai, Maharashtra, October 24, 2007 /[India PRwire](#)/ -- ow 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.

### **Notes to Editor**

#### **About Talwalkars:**

Talwalkars Better Value Fitness Pvt. Ltd (TBVF) established in 1932 popularly known as Talwalkars, is India's largest chain of health centers. With over 100,000 members and close to 50 existing branches, Talwalkars is the only health care chain in India to have set up ultramodern branches in most of the major cities across the country.

The success of Talwalkars can be attributed to their personalized approach towards their customer which includes proficient advice & supervision from an in house team of dieticians & physiotherapists. By leveraging its expertise of over 75 years, Talwalkars specializes in innovative programmes such as the Personal Exercise Programme (PEP), body sculpting and body shaping which ensures that their customers not only gain the desired results but at the same time make exercising an enjoyable experience. In addition, Talwalkars continuously engage in facility upgrades by bringing in state-of-the-art gym equipments that provides world class benefits to their patrons.

Talwalkars Nutrition Centre which is a part of every branch provides simple, effective and scientific ways to lose and gain weight. Their programmes include daily diet counseling, exercising, and steam and sauna baths. The recently established Research and Development (R&D) department in conceptualizes health programmes that is tailor made to suit every individual needs.

#### **About STAR L&M:**

STAR Licensing & Merchandising is the newly formed division of STAR involved in conceptualizing, designing and licensing of the various STAR brands and programs across Publishing, Apparel Accessories, and other consumer products.

#### **About STAR**

STAR is a leading media and entertainment company in Asia. STAR broadcasts over 60 television services in ten languages to more than 300 million viewers across 53 Asian countries. STAR channels cover all genres including general entertainment (Star Plus, Xing Kong, Star Chinese Channel, Star One, Star Utsav, Star World, Vijay, antv, Phoenix Chinese), sports (ESPN, Star Sports), movies (Star Chinese Movies, Star Gold, Star Movies), music (Channel [V]), and news and current affairs (Star News, Star Ananda, Star Majha, Phoenix InfoNews Channel). STAR controls over 20,000 hours of Indian and Chinese programming and also owns the world's largest contemporary Chinese film library, with more than 600 titles, featuring superstars including Jackie Chan, Chow Yun Fat and Bruce Lee. In partnership with leading companies in Asia, STAR businesses extend to filmed entertainment, television production, cable systems, direct-to-home services, terrestrial TV broadcasting, wireless and digital services. STAR is a wholly owned subsidiary of News Corporation. [www.startv.com](http://www.startv.com)

**For more information, please contact:**

**Rohini Murthy**

Sr.P.R.Associate

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.