

Maan gaye Boss

Apparently, **Ram Gopal Varma** heeded protégé **Soham Shah's** request to avoid **Agyaat** clashing with **Luck**

■ **Hiren Kotwani**

Although **Soham Shah** made his directorial debut with **Karan Johar's** **Dharma Productions**, he still continues to maintain a very good rapport with his mentor **Ram Gopal Varma**. And that's not all, for it seems the guru is still fond of his *chela*... so much so that he's believed to have delayed his own film for his protégé's sake.

According to a source, friendly with both the directors, **Shah** dropped in at **Varma's** office a couple of weeks ago, with promos and some scenes of his forthcoming **Luck**. "Ramuji liked the promos and said he was looking forward to seeing the film," recalls our source, adding: "Soham told Ramuji that he was releasing **Luck** on July 24, the same day **Agyaat** was opening in the cinemas. And he requested Ramuji if there was some way they could avoid a clash, since his producers, **Shree Ashtavinayak Cinevision** wouldn't budge."

Mutual admiration

Varma, apparently, assured **Shah** that he would discuss it with his business associates. "When Ramuji was certain about August 7, and with no other film releasing on that day, he told **Soham** not to worry about their respective films clashing on the same Friday," explains our source.

On being called to confirm the news, **Shah** expressed surprise. "I really don't know where you heard all of this.

Ramuji is my mentor, so I showed him the promos of **Luck** for his feedback," he clarified.

Recalling his guru's response, **Shah** says, "I wanted **Ramuji** to take a look at **Luck** promos, and I'm glad that he liked them." On the news of his requesting his mentor to delay the release of **Agyaat**, he counters, "Why would I request him to delay **Agyaat**? There's nothing like that."

However, our source stands by the story.

THRILLER: Luck



Shuddhi Pure Passion

Purity is a passion at Shuddhi, a newly opened chain of stores with a wide array of hallmarked and fully certified gold and diamond jewellery. What's more, its designs ignite the passions!

Stunning contemporary creations and traditional ornaments in pure gold vie for attention with sleek and stylish diamond jewellery pieces that make striking fashion statements. Each piece is clearly hallmarked and the diamonds are certified as well. Besides there's a karatmeter and a trained gemologist ready to help answer all your queries.

It's the ideal ambience for a new age consumer shopping for jewellery in a new age India. One whose concerns when making purchase decisions have advanced far beyond those that guided her mother and grandmother in earlier times.

Welcome to **Shuddhi**, the latest jewellery chain store launched jointly by two of the largest and most respected names in the business - well known jew-

ellery house **Gitanjali Group**, which itself manufactures and markets some of the country's leading jewellery brands, and **MMTC**, a government body that is India's largest trading company.

The stress at the stores is clearly on providing jewellery that is appealing to the eye, yet can be bought almost blindly, as its purity and quality is guaranteed by a third party.

MMTC is the largest importer of precious metals directly from miners and refiners, and the **Gitanjali Group** is a leading importer, manufacturer and retailer of plain gold and diamond studded jewellery.

The first **Shuddhi - Sampurna Vishwas**, as the stores are dubbed, was inaugurated at **Delhi** in April followed by one more outlet in **Gold Souk, Gurgaon** and another one in **Ahmedabad**.

Given the current preferences of the Indian woman, each **Shuddhi** outlet will have a 70:30 balance between gold and diamond jewellery - thus catering to the needs of

both the relatively more conservative and the fashion forward among them.

On the one hand, **Shuddhi** is a perfect place to do one's jewellery shopping as it provides a clear and definite mark of assurance at a time when stories of under-karatage have made consumers wary about where and whom they buy from.

On the other it also offers a range of products suitable for the different stages in the life of the Indian woman.

There's **Kareena**, fresh and youthful, yet stylish and slick like the young starlet of one of **Bollywood's** oldest families. Fashionable creations in yellow and white gold with diamonds they form the perfect adornment for the young, emerging beauty who has blossomed from a bubbly teenager to a confident professional out to make a bold style statement.

And as she moves on from the romance of youth to the more stable and settled status of a woman who has found her chosen life partner, she can choose from

Sagee, a dazzling collection of elegant engagement jewellery, rings that speak of a romance that is flowering, and other spectacular ornaments that are the perfect accessories for the evenings out with her beloved betrothed. The designs are bold, but not flamboyant, just right for the stage of her life when she is on the verge of taking the final step towards settling down.

Moving forward, **Shuddhi** also offers **Parineeta**, the elegant yet luxurious range of wedding jewellery in with a judicious mix of traditional design and contemporary styling. The collection is all about the modern Indian bride - drawing sustenance from the deep cultural roots of her family and community, yet also eager and willing to explore new paths and chart out new courses as per the current demands of the times.

So while you may not have yet noticed the new store on the block, its clearly worth checking it out!

ADVT

RE AFFRMO: Shuddhi

