

Walk Of Stars goes global

Bollywood's first iconic landmark to be set up in Dubai and London as well

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In November last year, we reported that UTV Stars was to create Bollywood's first iconic landmark, Walk Of The Stars, at the city's Bandstand promenade. The channel had planned to take off with 60 top stars. They even wanted to place cement slabs with hand impressions and signatures of the biggest Bollywood icons at the sea-side spot, aiding its beautification process.

And now, the channel has decided to take the concept international. The first Walk Of The Stars will be open to the public in February-March in the city, followed by another one at Kingdom of Dreams in Gurgaon.

Towards the end of July-August, the property will be set up in Dubai and London.



An artist's impression of the Bollywood Walk Of The Stars bench

The spots are still being negotiated upon, but the plan has been finalised.

"While working on this project, we realised that every part of the country and the world deserves to get a few steps closer to their favourite Bollywood stars. So, instead of only having it in

one city, we decided to set it up in two cities in India and two major cities abroad," says Nikhil Gandhi, the business head of UTV Stars. There will be no entry fee to visit this place.

Apart from hand impressions and signatures, the channel also plans to put up

ABROAD SPECTRUM

After setting up the Walk Of The Stars in Dubai and London, UTV Stars plans to take the concept to US – probably to Las Vegas or Los Angeles – apart from a couple of European countries and South East Asian nations. According to Nikhil, Bollywood is becoming popular all over the world. "Each country has a lot of Indians, who'd give an eye to get closer to Bollywood. So, it's essential that we don't stop till we've covered the globe," he says.

metallic benches with statues of actors fixed on to them. Nikhil explains, "There are so many iconic names whose hand impressions and signatures can't be taken anymore. For instance someone like Guru Dutt or Nargis. So, we'd rather have their statues on the benches."