

Pride of India is a dazzling extravaganza - the *biggest* and the *savviest* to hit the shores of Africa!



Pride of India will overflow with Bollywood / Las Vegas style glitz and glamour, when 20 contestants (ten male and ten female) will be competing for the coveted titles of Mr and Miss Pride of India.

During this extravaganza we will uncover and bring to the fore our very own home-grown design talent, 10 of whom will be competing in the best young-designer category, and dressing our Mr. and Miss Pride of India contestants. This will give these young designers a platform to showcase their talents around South Africa. Intensive market research has identified a vast gap for an event emphasizing the hidden talent and excellence of the South African Indian community. Indian culture and fashion enjoys a high level of interest and participation throughout the world.

The extreme popularity of Indian movies, many of which have become a major hit, shows the pressing need for such entertainment, not only in the Indian community, but also amongst the general public. The Pride of India Extravaganza will be a professionally staged event which will rival those on the International circuit, capturing the very essence and spirit of the Indian culture. The Contestants will be groomed to perfection in style and poise, so that they will emerge as true Ambassadors and Role-models for the young and old of the South African Indian community. The judges will evaluate contestants on the following:

- Personality
- Personal style
- Confidence and grooming
- Intelligence and the ability to speak confidently
- Overall appearance
- Projection and the contestants' reaction to questions and answers.

The main event and the build-up to it will be managed by professional services providers who have

handled International events of a similar nature, and have contributed significantly to the success of these events.

**The Team
Stewart Stevens**

This exceptional stylist, and choreographer, needs no introduction, as his track record has proved his talent, skills and expertise. After graduation he entered the world of beauty and opened two very successful salons, which operated for ten years. He has personally styled celebrities for the Miss World contest, as well as Joan Collins, Debra Shelton, Ivana Trump, Billy D. Williams and Jerry Hall.

He has also styled fashion shoots for a number of high profile magazines. He was commissioned

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by Ethel Katz to do all the artwork and drawings for a series of books which have been published in London. In 1999 he was the chief stylist for Miss India South Africa Gauteng. He also styled and choreographed Miss India South Africa, Gauteng 2000.

Kacey Padayachee

Kacey is a high powered Corporate Executive, and is also a partner with Stewart in his beauty salons. He has worked in the Miss World Pageant, as PRO to all the celebrity judges.

Having acted in two International movies, starring opposite Michael Douglas and the renowned Indian actor Om Puri, he is certainly familiar

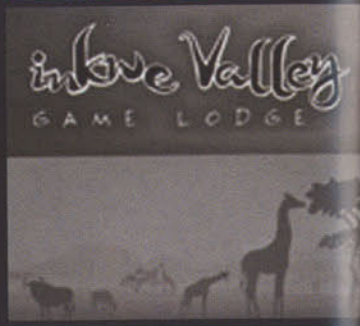
with working with the movers and shakers in this industry.

He has done numerous commercials, and has been chief judge at various beauty pageants. Presenting a course for SABC television showed his talent for continuity work. His contribution to the layout design for the books published in London added to his International experience.

Anusia Pillay

Anusia's Heritage of Dance is defined by the Pioneering spirit of her mother Rani and aunt Prema, the first South Africans to study Bharata Natyam (1959) and Kathak (1965), in India. She studied under them, and in India giving her first performance (aged 2) and becoming the first S. A. exponent of Odissi. Anusia lectured at Sastri College, and Cato Manor Technical College's Department of Human Movement and Communication, in KZN, for 9 years before launching Anavarata Dance Institute (1992) a non-profit organisation. She researched, and introduced authentic Folk and Tribal dances of India, into S.A. An Honours graduate in Social Work, some of her achievements as Choreographer and Artist include:

Compilation of Syllabi for the National Education Dept. (1995) and Gauteng Dept. of Education (2002), leader and trainer of official Malaysian Cultural dance troupe S. A. (2001), performed for Pres. Mandela in 1994 and Queen Elizabeth II at the CHOGM Conference in 1999, International Cultural Exchange tours 1995 and 1999 for the Governments of Mauritius and Malaysia. Mass choreography - 9th African Athletics Championships (1993) and Telkom Charity Cup (2006), Corporate performances - Pepsi Cola, TATA, BMW, Totalgaz, DBSA and various Government Departments compeered College and the Playhouse Company Events and most recently, Inauguration of President Zuma, 9 May 2009. She has had the privilege of being a



Rahista Gopal: POI1



Michelle Reddy: POI2



Shenade Schetty (Nady): POI3



Chezleen Lachman: POI4



Verushka Chetty: POI5



Preeshani Morar: POI6



Milan Madhav: POI7



Sarika (Nikki) Harrypaul: POI8



Kiasha Naidoo: POI9



Tareen Dawood: POI10

featured guest on several Radio and television programmes for Broadcasting Corporations all over the World.

Clear Cut Concepts

Caron Du Plessis has been performing since she was four years old, drawing her audiences in with her movement and grace on stage. After many years of dancing she then advanced to a professional level, and started producing and choreographing many creative and colorful shows, always capturing the emotion of the piece and sharing it with her audience. She then moved on to opening Clear Cut Concepts an events company, injecting it with her flair and success. This dynamic company is diverse, creative, and bursts with professionalism. Clear Cut Concepts is a highly qualified solutions based Event and Production Company. Boasting over 22 years experience in the industry, this savvy company takes pride in developing events that are unique and which create meaning and memories for the clients and their audiences.

Norman Callam

Norman Callam is previous owner of the renowned Fashion House, "The Boys of Rosebank". He has designed for a number of Local and International Pageants including Miss World, Miss Universe and the majority of the Miss South Africa Pageants and major celebrities. He is responsible for the Young Designers of Pride of India.

Sorisha Naidoo

Sorisha Naidoo is not only a well known voice from the radio but also a beautiful TV personality and a house hold name. She has been involved in various radio and TV projects over the years and has extensive experience in PR and Media. Apart from running her own event company in the early 2000's, Sorisha has appeared on and hosted numerous shows. Her professionalism has ensured that she is a sought after entity throughout South Africa. Currently one of the lead actresses in South Africa, Sorisha continues to captivate audience's country wide. Crowned Miss India South Africa in 2001, Sorisha has gone on to present the following shows and represent the brands listed herein:

94.7 Highveld Stereo (presenter on various shows), Calypso Group, East Coast Radio (Presenter on various shows), Southern Sun KZN (Regional PR Manager), SABC 3 Big Brand Bonanza Nightlife & Heita (E-TV), Sibiya Casino (PR Manager), Sunday Times Extra social columnist, Lead Role in SABC 1 Drama (Home Affairs), Scandal on E-TV, presenter on Eastern Mosaic.

Dezine Mode

Dezine Mode is a young and energetic advertising and design studio that focuses on producing graphic and design solutions. The company offers a full range of services including Corporate Identity, Brand Identity, Literature

Design, Packaging, Event Promotion and New Media Design as well as total integrated communications solutions. Dezine Mode is driven by creative excellence and effectiveness, and is responsible for Pride of India's Logo and all Branding design.

Our Extravaganza will be presented by two well known South African celebrities, on the 14th November 2009 at the Lyric Theatre, Gold Reef City Casino. Our judging panel is made up of the crème de la crème of local stars in the entertainment, fashion and design communities.

The Pride of India Extravaganza promises to be a glamorous, world class event and one of the finest to hit the shores of South Africa. This Extravaganza will capture the very essence and spirit of Indian beauty and culture. The audience can expect an evening of dynamic staging, sensational dance routines and spectacular entertainment throughout the Show. Sponsors can enjoy great exposure for their brand and possibly a long term partnership with The Pride of India Brand. So be sure to book today at Computicket.



SMS and WIN!

Vote for your favourite male and/or female finalists in the Mr & Miss Pride of India Extravaganza and you could WIN a 3 day & 2 night stay at a 6 star Boutique Resort valued at over **R18 000** per person

OR

A complete Hair and Beauty Make-over by Celebrity Stylist Stewart Stevens, Hairdresser and Make-up artist to the stars!

Just SMS POI and the number of your favourite contestant, to:

35680

R3 per sms

Remember, the more you enter, the bigger your chances of WINNING!!!



Ryan Marimuthu: POI11



Nicholas Narayanasami: POI12



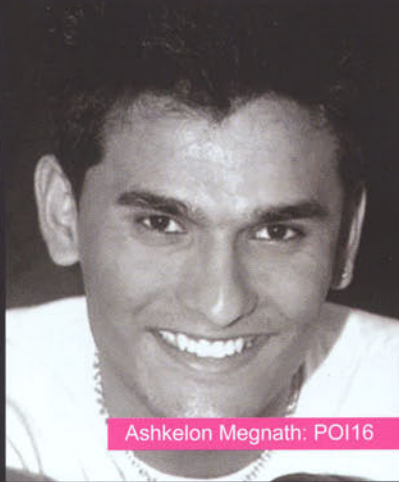
Dhevashan Chetty: POI13



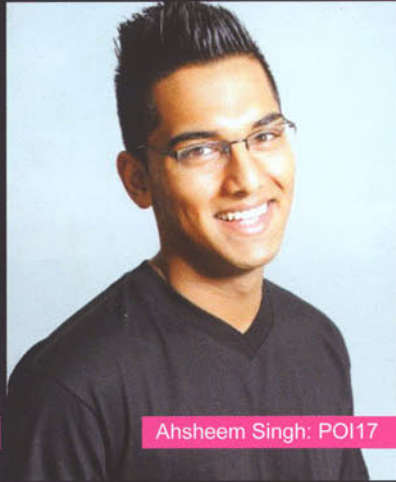
Dhiren Appalraju: POI14



Nabeel Khan: POI15



Ashkelon Megnath: POI16



Ahsheem Singh: POI17



Jatil Nana: POI18



Airolan Moodley: POI19



Deviesh Rama (Dev): POI20

Sponsors & Prizes

Our list of prestigious sponsors providing magnificent Prizes include:

Indian Ocean Island Holidays:

5 day Mauritian Getaway including airfares and accommodation for 4 people

INT Capital:

3 days & nights at TINGA LODGE, a 6 star Boutique Resort valued at over R 18 000 per person- sms competition prize

Alushi Management:

A years' modelling contract for Mr & Miss Pride of India with the Agency owned by Local and International personality Shashi Naidoo

Maybelline New York:

Cosmetics & make up artists for the Gala Event and Miss Pride of India's year of reign

Garnier:

- Hair Colour products for the year of Mr & Miss Pride of India for the year of their reign
- Should the Group Product Manager be happy with the winner, Miss Pride of India to be the Face of Garnier for the year of her reign

The 1st, 2nd & 3rd Miss Pride of India winners will automatically be entered into the Semi-finals of the Miss South Africa Peagent
The winner of Pride of India Young Designer will automatically be entered into the India Lakme Fashion week

Loreal Men Expert:

Skincare for the year of Mr Pride of India's reign

Inkwe Game Lodge:

Weekend away for winners- Young Designer

Nirvana Hair & Beauty on 5th Avenue:

Stewart Stevens, Hairdresser and Make-up artist to the stars, will be giving a winner of the SMS competition a complete Hair and Beauty Makeover

Dubai Fashions:

Jewellery and accessories for the Gala Event

SAIndia:

Official Media partner of The Pride of India Event

Kinjalo Tours:

Official Corporate Transport Sponsor to the Contestants

Enjoy the ride



Pride of India