



Zarine Khan All Set For Release Of Horror Movie '1921'

Zarine Khan and other members of the cast are celebrating 10 million-plus views of the trailer of the upcoming movie "1921". Releasing later this month -- a decade after "1920" -- the film stars Zarine Khan and Karan Kundra in the lead roles. It has been helmed by the master of the horror genre Vikram Bhatt, who has made such films respectable and profitable. Vikram is known for horror movies like "Raaz", "1920", "Haunted - 3D", "Raaz 3D" and "Raaz Reboot".

Zarine is very active on social media and the 29-year-old says she loves connecting with her fans directly and feels that social media provides a great

platform to do this. "I have followers who want to see what I am up to. I like to keep my posts relatable and don't just post fake things for publicity. I don't go putting out posts just to gain more followers. I am under no pressure to get more followers," says Zarine.

Zarine Khan says when a big star does bold scenes on-screen it is appreciated but when something similar is done by a relatively less established face, people label it as "trash".

The actress, who appeared in a bold role in last year's hit 'Hate Story 3', feels she doesn't understand the disparity between the reception of bold scenes by audience,

according to a report in local Indian media.

Zarine, 29, made her screen debut with a leading role in the 2010 Anil Sharma's period film 'Vee' co-starring with Salman Khan for which she was nominated for the Zee Cine Award for Best Female Debut. Khan earned commercial success in Bollywood with Sajid Khan's 'Housefull 2'.

The following year, Khan made her Tamil debut in the Tamil film 'Naan Rajavaga Pogiren', in which she did an item number in the song "Malgove". She achieved further success for her leading role in the 2014 romantic thriller 'Jatt James Bond', a box-office success and followed it

with a leading role in the highly successful Vishal Pandya's film 'Hate Story 3'.

The actress has also starred in a music video with Ali Fazal.

The actor has said that that most of her friends are not from Bollywood. "I don't have friends in the industry. I belong to a non-film background, and that's where my friends come from. Right now, there are so many star kids in the industry and they already know each other," she says. However, Zarine adds that she doesn't feel like an outsider. "It is great that everyone is welcomed in the industry today. It is one close-knit family. No one makes you feel like an outsider," she says.

SRK's Twitter Following Crosses 32 Million

MUMBAI: Shah Rukh Khan's social media on Twitter has extended to 32 million.

Shah Rukh on Tuesday tweeted: "Naye saal ki sabko shubh kamnayein. Sab raho khush aur aabaad aur 32 million ke liye bahut bahut dhanyawaad. Waah Hindi main likha toh kuch kavi sa hogaya. (Good wishes to all for the New Year. Please stay happy and thank you for the 32 million. Written in Hindi, so became like a poet.)"

The 52-year-old superstar, who has a following of 32.2 million, is right behind megastar Amitabh Bachchan, who has a Twitter following of 32.4 million. Shah Rukh is Bollywood's top Khan with the most number of followers on Twitter -- Salman has 29.9 million and Aamir has 22.6 million. Shah Rukh is an avid user of digital platforms uses social media to update fans and followers about his life and projects. On the first day of the New Year on Monday, he unveiled the title and teaser of his upcoming film with Aanand L Rai.

In the film titled "Zero", Shah Rukh will be seen playing a dwarf. It also stars actresses Anushka Sharma and Katrina Kaif.

"Zero" is slated to hit the screens on December 21.

Salman To Endorse Edible Oil Brands

MUMBAI: Superstar Salman Khan will endorse Emami Groups edible oil brands.

He has joined forces with megastar Amitabh Bachchan for the groups's edible oil business. Emami has three brands in edible oil business - Emami Healthy & Tasty, Himani Best Choice and Rasoi apart from Bake Magic, a speciality fat brand.

A new commercial starring Salman is expected to go on air soon. The TVC, produced by Opticus Inc, is conceptualised, written and directed by Nitesh Tiwari of "Dangal" fame.

Portraying the diverse gastronomical moods of India, Salman will be seen celebrating the great Indian foodie in the commercial.

"Salman Khan has a huge fan following which is evident from his slew of box office grossers like 'Sultan', 'Kick', 'Bajrangi Bhaijaan', 'Dabangg' and 'Tiger Zinda Hai'.

"We felt he will be the right fit along with Big B to take our brands to a wider consumer base," Aditya Vardhan Agarwal, Director, Emami Group, said in a statement.

Emami brands are endorsed by celebrities like Shah Rukh Khan, Hrithik Roshan, Kareena Kapoor Khan, Kangana Ranaut and Shahid Kapoor.

CONCEPT LIGHTING
group

SALE...SALE
TAKE 24 MONTHS TO PAY
No Down Payment... No Interest*

Heartland Town Centre - (Mavis And Britannia....Near Loblaws)
5980 Mclaughlin Rd. Unit 3, Mississauga 905-712-4548 | conceptlighting.ca

Free Lightbulbs For LIFE
* See store for details