



THUMS UP TOOFANI GANG AUDITION SETS THE MOOD FOR #PujoyeTolpaar

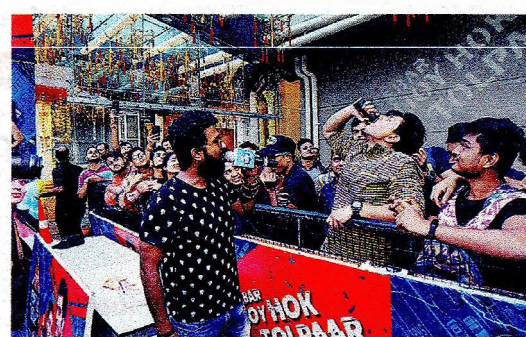
Pujo is all about gearing up for the festivities with tons of energy. This time Thums Up had organised Thums Up Toofani Gang with the Cinestars Abir and Priyanka; in association with t2.

A few simple fitness tests; a bit of adventure; participation in a quiz which challenges one's intelligence and having a Thums Up in a toofani approach... that's it! One would get a chance to be a part of the 'Toofani Gang'. Now, one might ask, 'Is there a new gang in the city called Toofani?' Actually, during pujo all of us are in a toofani mood. From shopping to pandal hopping - we get charged up in everything. And for a few days during the pujo, we go berserk and spend funtimes in the pujo Pandals. So, in this season of fun and festivity, Thums Up has organised Thums Up Toofani Gang, in association with t2.

Our emotions connected to pujo are special. And in the middle of all of this Thums Up Toofani raised up a Toofan. It was a weekend, with pujo shopping in full swing. And in the middle of this suddenly there was a lot of excitement created by

the Thums Up event, in the various localities in the city and in the suburbs - Bagbazar, Hatibagan, Belegkata, Amherst Street, Girish Park, Maniktala, Beadon street, Tagore Park, Radhamadhab Dutta Lane, Baguihati, Garia, Beltala, Anandapur, Baghajatin and Chetla. Not only boys, but girls also participated with a lot of gusto and took up the challenge. In these 15 localities, more than 100 participants took part in each event. Out of all the participants, 150 were selected and a Grand Final was organised at the South City Mall on 28 September. Actors Abir and Priyanka of the Toofani Gang, selected 8 candidates for their Gang. There would be a wild card entry for 4 candidates for pandal hopping day.

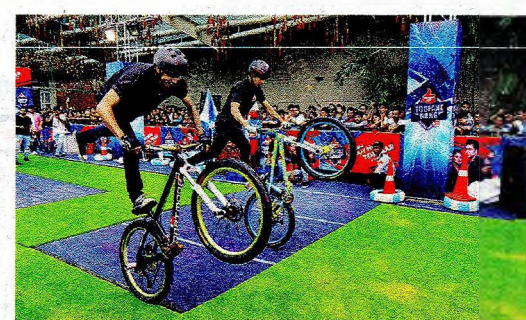
There were prizes for all the participants in the event and a never-ending flow of Thums Up. Apart from this there was a Juggling



Crazy challenges: drink in a single sip



Do the juggle: A performance by Ranga



Killer balance skills: Cycle stunts by Wajid and Akash



Streetstyle hip hop: A performance by the Impulse Dance Troupe

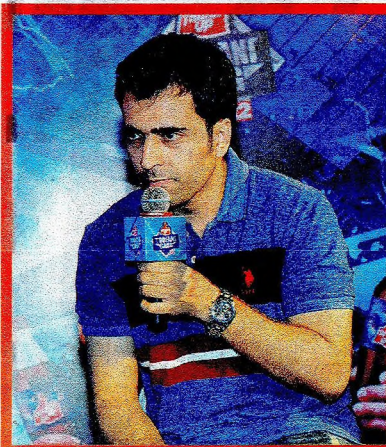


Final selection: Interview time

performance presented by Ranga; a hip-hop dance performance by the Impulse Dance Troop and Brilliant toofani performance on cycles by Wajid and Akash. The audience enjoyed the event to their hearts' content. The event was conducted by Surjo and Sanjay as emcees. They had pepped up the toofani flavour of the event throughout.

On 4th October, the Toofani Gang of Abir and Priyanka would go for Pandal hopping to the different parts of the city. There was lot of madness and immense enthusiasm among the participants. Subhra Sardar, who got selected in this

Toofani Gang, said that, she was feeling real toofani by getting a chance to be a part of this gang. She could not believe that she was going to go pandal hopping with the celebrities. Rohit Ghosh, who is a choreographer by profession has been selected to the Toofani Gang. He was jubilant about it and said, his pujo had started the moment he got selected into the team. Not just these two, all of the eight candidates who got selected were ecstatic. For one, it was the best pujo experience, for another this was a great pujo gift from Thums Up.



"I think, Toofani Gang is one of the most sporty gangs of the city. A gang that spends their pujo with a lot of energy, happiness and fun. And Thums Up by doing this event has boosted this spirit, has doubled it up. I would love to go pandal-hopping with this Toofani Gang, but those who cannot join us in this, they should also spend the pujo with a lot of gusto and frenzy! This is the time for #PujoyeTolpaar."

~ Abir Chatterjee



"My pujo begins with this Thums up event; and it was the same last year. This year, the competitors are pretty energetic, really enjoyed their participation. Thanks to Thums Up for such a toofani thought and arrangements. I am looking forward to go pandal-hopping with this sporty Toofani Gang."

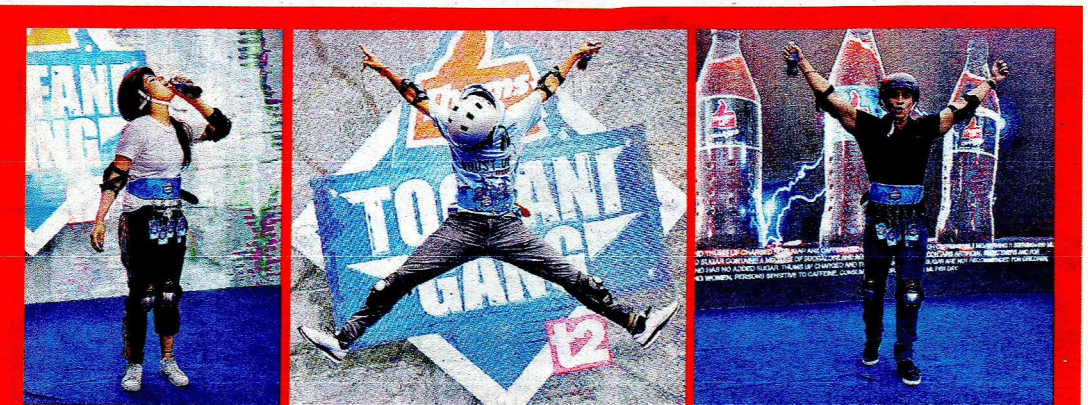
~ Priyanka Sarkar



Cheer-up time: Crowds cheering up the contestants



Selfie time: with #PujoyeTolpaar



Ending the tasks with a wacry of "I am toofani"



Task 6 - Archery skills



Task 5 - Running the obstacle course



Task 4 - Pyramid building with Thums Up cans



Task 3 - Hurdle jumping



Task 2 - Slip 'n Slide



Task 1 - Push ups and squats challenge