
Kamal Nath to lead 'India Everywhere' in Rome
- 'India Evening' to be organized by IBEF-
-'Kajra Re' to be presented with Italian lyrics-

New Delhi, November 3, 2006: Presenting India's soft power at Italy, India Brand Equity Foundation (IBEF) will be organizing an 'India Evening' in Rome on the theme '***Bollywood Remixed: Italian Style***'. This event is being organized on the sidelines of the Joint Commission meeting and the ***Indian Economic Mission*** (6- 8 November 2006) to Italy. Mr. Kamal Nath, Hon'ble Minister of Industry and Commerce, will lead a high profile Indian delegation taking the 'India Everywhere' campaign to Italy.

Speaking about the Indian evening Mr. Ajay Khanna, CEO, IBEF said, "India's soft power have started being recognized globally- bollywood, cuisine, music in addition to the business opportunities. The special 'India Evening' is an effort to represent some of these emerging soft powers in Italy."

Shiamik Davar and his dance troupe have been roped in for a special choreographic presentation of the theme. This leading dance group will perform on Bollywood hits remixed with Italian lyrics. Popular chart busters such as *Kaisee ye Paheli* (Parineeta), *Chhaiya Chhaiya* (Dil Se), *Gori Gori* (Main Hoon Na) and *Dholi Taro Dhol Baje* (Hum Dil de Chuke Sanam) will set the mood for the evening. 350 business leaders including several Cabinet Ministers from Italy are expected to attend the evening - a 45 minute extravaganza- that will get the Italians jiving to foot-tapping Indian beats. The attraction of the evening will be the hit *Kajra Re* (Bunty and Babli) with Italian lyrics. A slide show capturing the Indo-Italian histo-cultural unity and parallels will also be showcased in this evening.

Indian delegation present at the summit would take forward '**India Everywhere**' - a specially designed campaign led by India Inc and supported by India Brand Equity Foundation. The campaign was launched at the World Economic Forum's Annual meeting in Davos in January 2006. The intent of 'India Everywhere' is primarily to sharpen focus on India's unique value proposition by ensuring a continued and sustained presence of India in major global centres throughout 2006. The campaign is built on **three pillars: India's vibrant democracy, buoyant economy and growing market, and Incredible India**. The campaign has captured the attention of the world at various prominent events namely Hannover Messe 2006, WEF East Asia Summit 2006, India UK Business leaders forum in UK, and recently in the WEF China Business Summit at Beijing. The presence of India in Italy reiterates the notion of India's presence everywhere.