



Monday, July 25, 2011

Kalki @ Femina TV Commercial Launch

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Le Sutra hosted the launch of Femina as it launches a new Television Commercial, featuring Kalki Koechlin and directed by Anurag Kashyap. The event was followed by an Art show featuring India's leading female artists.

Kalki Koechlin, Anurag Kashyap, Sonali Kulkarni, Shaina NC, Jesse Randhawa, Sandip Soparkar, Nisha Jamwal, Pria Kataria Puri, Sahil Khan at the launch of Femina TV Commercial LE Sutra by Kalki Koechlin in Bandra, Mumbai

Oxford Bookstore, New Delhi and Vimanika Comics is hosting the launch of first ever Mythology Comic Guide Book 'I am Kalki', the tenth incarnation of Vishnu also called the holocaust by Karan Vir Arora, a renowned writer, publisher and conceptual director of Vimanika comics. The launch will be followed by a photo opportunity with life size Kalki who will also interact with the audience and a drawing competition among the audience on sketching Kalki.

The Golden Book is the first book of the three preview titles before the gala release of the epic 'I am Kalki'. It shall be followed by The Silver Book and The Black Book respectively. The Golden Book contains information on the five Lords (Gods) namely Agni, Vayu, Varuna, Indra, Bhoomi and finally Kalki which are magnificently sketched and coloured by Vimanika's Ace artist Amit himself. It will also introduce to eight good demons. For the loyal fans it contains preview pages of I am Kalki and artworks from the series. The book contains a few concept arts done by best of selected Artists in India.