

Happy New Year Movie (2014) Star Cast And Promotional Strategies

The upcoming Bollywood film Happy new year will mark the comeback of the Director actor duo Shah Rukh Khan's and Farah Khan after 7 years. The last film which they did together was *Om Shanti Om*(2007), which was the super hit film of that year. Post O.S.O Farah went to assign Akshay Kumar in the lead role for *Tees Maar Khan*, which sparked the differences between the *Main Hoon Na jodi*, The differences became more deeper after the argument between Farah's Husband Shirish Kunder and Badshah Khan. But finally the differences are sought out and both are back with the bang.



The Jodi who have given super hits like Main hoo na and Om Shanti Om are ready to give another blockbuster. After Chennai Express Shah Rukh and Deepika Padukone will once again be seen sharing the screen space but unlike their earlier films Om Shanti Om and Chennai Express the both will not be seen romancing with each other rather the both share a teacher and the student relationship where Deepika will be seen teaching dance to Shah Rukh and his toly. The other star cast includes Abhishek Bachchan, Sonu Sood, Boman Irani, Vivaan Shah as Kans' group mates.

After release of Finding Fanny, Deepika came into news where she was mocked by the renowned

newspaper for showcasing her cleavage on the screen, but Padukone handled the whole issue gracefully, and took a micro blogging site to embrace her feminism. The actor and director duo is leaving no stones unturned to promote their film, as the very first trailer of HNY was unveiled on a mobile app, it is the first film to do so. After which the trailer was released online.

The leading stars of the film along with Director Farah Khan, Malaika Arora Khan and rapper Yo Yo Honey Singh recently went to Canada and USA on a Slam tour. Since the whole film is based on dance, so a special reality show called Dilse Naache India Waale is soon going to air on popular TV channel, the show is co-produced by Shah Rukh Khan production i.e Red Chillies Entertainment. The show will promote the Indian dance and the film as well.

After the patch up of Badshah Khan and Sallu Mia at Iftar party where both the megastars hugged each other, Salman has shown keen interest to promote Shah Rukh's film on his reality show. If the rumors are to be believed then both the actors might share the same stage soon, both the screen came together for a song of Om Shanti Om where Salman did a cameo. It will be interesting to watch the Karan –Arjun on that together once again after a very long time.

The marketing team of the film has decided to promote the film in an innovative way, it will be the first time that both the leading stars of the HNY have been invited by a micro blogging site for their exclusive interview, the actors are very active on the respective site. We just hope all the hard work does not go in vain and the film proves to be a blockbuster of this year..... The film is slated to release on 24th October, which ought to be Dewali weekend. We just wish All the very best HNY Team!!

Watch Trailer of Happy New Year 2014 Movie :

<http://www.youtube.com/watch?v=JGHwANkQFrg>