



MASTER OF HER ART AND THE ART OF ENIGMATIC CHARM, OF BENIGN GRACE...

Vidya Balan's first passion has always been films. However it was not easy to enter the world of cinema. Vidya started her career with the small screen in the television serial Hum Paanch. Her parents wanted her to focus on her studies so she withdrew from the serial, but her love for acting never faded. She tried to enter the Tamil film industry but was unsuccessful initially. Vidya persisted till she got a role opposite Mohanlal for the Malayalam movie '*Chakram*'. Unfortunately that project got shelved too, and as luck would have it, the



THE DIRTY PICTURE

other Malayalam movies that she had signed up also did not see the light of day.

She waited and persisted until she got a break in a Surf Excel commercial. She was finally signed up for a Bengali

film '*Bhalo Theko*'. Her big break came when Vidhu Vinod Chopra approached her for the lead role in the film '*Parineeta*'. After 17 make up shoots and 40 screen tests she finally got the role. By this time she had already done more than 90 advertisements. Her next big success was Rajkumar Hirani's '*Lage Raho Munna Bhai*'. The movie was a blockbuster. With the movie *Paa* she won a lot of critical acclaim and awards, and after her film *Ishqiya* she had everybody talking about her talent and her powerful



VIDYA BALAN



INDIAN POWER BRAND

for smashing the mould and showing the world that a heroine can be whoever she wants to be and needn't just toe the line and be only what she is expected to be and for blazing a trail of unprecedented and emancipated glory that liberates the leading lady from the shackles of tradition and finally let's her 'lead'; for those kohl lined eyes that smoulder and often whisper what words never could and above all, for teaching us that to all that we aspire, shall surely transpire, and aye fate too will conspire, but not merely if we embrace ambition but surely if we embrace ourselves....Being an "outsider", someone who has no industry connections, Vidya has scaled the zenith of success and believe it or not, she is still not done yet! From Parineeta to Tumhari Sulu - with every new film, she is pushing her limits further, raising the bar higher and higher.

performance. The best was yet to come. Vidya gave it her all for her role in the film '*The Dirty Picture*'. So stunning was she in the movie that she overshadowed her male co-stars and even won the National Film Award that year.

"Vidya is one of the very few actors who can carry a movie in her shoulders and both the *kahaani* movies is proof of that. Then came "*Tumhari Sulu*" and Vidya's portrayal of Sulochana Dubey - sulu - caught every aspiring married Indian middle class woman's imagination who never fails to dream big even amidst their day-to-day struggles of everyday life."

As her popularity skyrockets so does the demand for her as a brand ambassador. She is the brand ambassador of the Central Silk Board. She has also been associated with the government's clean drinking and sanitation programmes. With the kind of following that Vidya Balan has, she is the right person to promote various causes.

Apart from acting, Vidya occupies herself with causes like supporting education for young Indians by promoting children's books and is associated with Americans for Aids Research, with Hale House - that provides support and housing for children born with HIV.

Vidya has never shied away from hard work and that has really paid off. From being labelled 'jinxed' to being admired as Bollywood's most dependable actress Vidya Balan has come a long way and the journey has not been easy. She has proved that if you believe in your dreams, if you believe in yourself then nothing is impossible. She is truly an inspiration for all those who wish to make it big in their lives.