



Health Cha Shree Ganesh is back with India's first holographic Ganesh

Conceptualized by DDB Mudra Group in partnership with Nutralite, Wockhardt Hospitals, Growel's 101 Mall and Gold Gym

Mumbai, September 24, 2015: Keeping its promise of promoting good health and fitness, Health Cha Shree Ganesh is back with India's first transforming holographic Ganesh. The holographic Ganesh Pandal will be set up as Health Cha Shree Ganesh Pandal at Growel's 101 Mall, Kandivali(East) - the venue partners between September 17, 2015 and September 27, 2015.

In 2014, DDB Mudra Group and Nutralite revolutionized the way India prayed to Lord Ganesh during Ganesh Utsav by presenting India's first six-pack abs Ganesh. The concept received immense appreciation and great success amongst devotees. In its second year, Lord Ganesh at Health Cha Shree Ganesh pandal will lose weight and transform to fitter, healthier avatar on a daily basis with the help of his beloved devotees. The devotees visiting the pandal will need to work-out and donate calories helping Lord Ganesh reduce his calories count every passing day. The calories lost by the devotees will be tracked real time via calorie meters provided to the devotees. The workout will be facilitated at temporary gym created inside the pandal, created in collaboration with Gold's Gym. The devotees need to burn close to 50,000 calories during the 11-day event in order to see the unique ripped-up, fitter avatar of Lord Ganesh on the 11th Day.

Quoted **Shraddha Sheth, Vice President, Sales, Operations & Marketing, Gold's Gym India**, "Obesity and overweight ratios are increasing day by day. This is due to sedentary lifestyle and fast fun food culture taking a toll on health. It's important that every individual gets engage in any form of fitness program and eat right, failure to do so could lead to increase in lifestyle related diseases. We appreciate the initiative taken by DDB Mudra on the occasion of Ganesh Utsav to give health and fitness a jump start."

Quoting on the Nutralite's association with Health Cha Shree Ganesh-2, **Sachin Dingankar, Marketing Head, Nutralite** quoted," Nutralite has a brand promise



to be the 'Healthier choice' and we believe in encouraging consumers to live healthy. Health Cha Shree Ganesh is a unique concept which fits well with Nutralite's brand promise. We strongly felt that it would be a perfect opportunity for a brand like us to get associated and convey the importance of good health to the consumers."

The other rituals from last year's pandal like the on-site weighing machine, calorie donation screen (where one can view the donated calories to the deity) and a donation box (where one can drop off their unhealthy habits and take an oath to stay on the path of good health) have been installed.

During the 11 days, the pandal will also host a number interesting, engaging activities such as professional Zumba dancing sessions, diet camps, healthy cooking workshops etc. In collaboration with the health partners – Wockhardt Hospitals, a team of doctors, dieticians, health counsellors and nutritionists will be present at the pandal to carry out free health checkups and give advice on healthy lifestyle on all 11 days.

Ravi Hirwani, Centre Head, Wockhardt Hospitals, Mira Road said, " More than 23% of urban population is either overweight or obese due to relying on processed foods that contain a huge percentage of trans-fat, sugars, and other unhealthy and artificial ingredients. We are really proud to associate with Health Cha Shree Ganesha as a Health Partner and we will conduct 11 days interactive Obesity Awareness programme in Pandal with every devotee. "

The recyclable holographic technology also makes Lord Ganesh at Health Cha Shree Ganesh, an environmental-friendly alternative to the regular statue, maintaining the promise of a clean and healthy environment as well.

Speaking of the concept, **Urvi Vira, Head Mall Marketing, Growel's 101 Mall** said, "We at Growel's, have always created awareness about social issues and environment through various initiatives. Health Cha Shree Ganesh is a wonderful concept that encourages people to lead a healthy life. We are



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hopeful that this pandal created in Growel's 101 Mall will spread out a message of healthy living and fitness.”

Quoting on the Health Cha Shree Ganesh, **Aneil Deepak, Head of Ideas, DDB MudraMax** said, “The Holographic technology being used for Lord Ganesh is first in it’s kind. India has not seen Ganapati like this in hundreds of years. That’s saying something! A Ganapati who gets fitter by the day is a sight and a memory to cherish. Over the years, we have seen many pandals that have spent and donated millions, we are the first to spend calories towards the Lord. Health Cha Shree Ganesh has set new benchmarks in promoting health and fitness.”