



## **BOLLYWOOD 'BODY' HONOURED AT MADAME TUSSAUDS LONDON**

### **HRITHIK ROSHAN UNVEILS HIS DARING NEW WAX FIGURE**

**20th January 2011** – Bollywood heartthrob Hrithik Roshan today came face-to-face with his wax figure at Madame Tussauds London. The star worked closely with the world famous attraction to ensure the pose, which was kept tightly under wraps until today, was spot on. Fans were delighted when the award winning actor was revealed “Dhoom” style. In homage to one of his most famous roles, he is portrayed in a short sleeved shirt left wide open to reveal his toned and taut body to full effect.

On meeting his double for the first time Hrithik Roshan commented: “I can’t believe I’m here in Madame Tussauds unveiling a wax figure of myself. It’s incredible just how detailed the figure is – they’ve really captured my look. I’m truly honoured to be included and hope my fans will like seeing the figure”.

The star of hit films including *Kaho Naa... Pyaar Hai*, *Dhoom:2*, *Krrish* and *Jodha Akbar...* is the youngest male actor from India to be honoured by Madame Tussauds.

Roshan was completely involved in the creation of the figure - attending two sittings in Mumbai and London where sculptors captured a catalogue of reference photographs and hundreds of precise measurements. Hrithik also donated the red shirt and dark blue jeans his figure is wearing.

The figure took four months to make at a cost of £150,000 and joins fellow Indian film stars Amitabh Bachan, Aishwarya Rai, Shah Rukh Khan and Salman Khan in Madame Tussauds special Bollywood area. To co-incide with the launch of Hrithik’s new figure the area has been given an update with an all new interactive touch screen where guests can watch their favourite dance routine from five Bollywood icons.

Liz Edwards, PR Manager at Madame Tussauds London commented: “We’re delighted to welcome Hrithik (and his family) here today and to be including his figure in our Bollywood area. It is one of

our most popular areas in the entire attraction and we know it's going to be even more so with Hrithik now featured in the line up. The pose is so striking it is sure to wow fans and get ladies hearts a flutter. In fact it has got to be one of the most daring figures we have ever created".

Guests can get up close and personal with Hrithik from today – 20<sup>th</sup> January 2010. Prices for Madame Tussauds London start at £14.40 for adults and children when you book in advance online. Visit [www.madametussauds.com/london](http://www.madametussauds.com/london) or call the booking line on 0871 894 3000 for further information or to book tickets.

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**Note to editors**

- Other Madame Tussauds London Bollywood/Asian stars are:
  - Sachin Tendulkar - 2009
  - Salman Khan –2008
  - Shah Rukh Khan – 2007
  - Aishwarya Rai – 2004
  - Amitabh Bachchan – 2003
- Prices to Madame Tussauds are from £14.40 for adults and children (4-15 inclusive) when you pre-book at [www.madametussauds.com/london](http://www.madametussauds.com/london). Priority access tickets can also be booked on 0871 894 3000.
- Madame Tussauds Studios London has been making wax figures for over 150 years. Each masterpiece takes four months, and a team of 20 dedicated sculptors, to create. Over 500 precise body measurements are referenced, real head hairs are inserted one by one, and countless layers of paints and tints are applied to build up skin tones - all to achieve the kind of astonishing realism that has kept Madame Tussauds world renowned for over two centuries.
- Madame Tussauds has attractions in London, Hollywood, New York, Las Vegas, Washington D.C., Amsterdam, Berlin, Hong Kong and Shanghai with interactive figures and experiences built around fame and celebrity. In London, guests can get up close and personal with incredibly lifelike replicas of 21<sup>st</sup> century stars like Kate Moss, Johnny Depp and Amy Winehouse, brave the scariest Chamber Of Horrors yet, complete with actors as bloodthirsty serial killers and take a time-travelling taxi ride through 400 years of amazing London history.
- The **MERLIN ENTERTAINMENTS GROUP** is the leading name in location based, family entertainment, which has seen the most successful and dynamic growth of any company in the sector over the last

five years. Europe's number one, and the world's second largest visitor attraction operator, Merlin has 62 attractions and 6 hotels in 12 countries, across 3 continents. The company aims to deliver memorable and rewarding experiences to its 38.5 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 14,000 employees. Merlin Entertainments operates the following attractions – SEA LIFE – the world's No 1 aquarium brand, Madame Tussauds, LEGOLAND, The Merlin Entertainments London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK, Chessington World of Adventures, Heide Park, Underwater Adventures, and Earth Explorer.