



HRITHIK ROSHAN GETS MEASURED UP BY MADAME TUSSAUDS

30th September 2010 – Award winning Bollywood actor, Hrithik Roshan, was recently measured up for his new wax figure by Madame Tussauds London’s sculpting team in Mumbai and London. They captured a catalogue of reference photographs and hundreds of precise measurements for the figure, which will be unveiled in London in January 2011.

To ensure total authenticity, Hrithik will be closely involved in the creation process, collaborating with the team to agree the pose and even donating items of clothing for his figure to wear.

Commenting on the creation of his figure, the star of hit films including *Kaho Naa... Pyaar Hai*, *Dhoom*, *Krrish* and *Jodha Akbar...* said: “I don’t really have the words to articulate what it feels like. Being bestowed this honour is overwhelming.” Hrithik, who remembers visiting Madame Tussauds as a child but never imagined he would stand alongside his heroes there, added that his inclusion “re-affirms my belief that nothing is impossible”.

Hrithik will follow in the footsteps of other Bollywood giants Amitabh Bachan, Aishwarya Rai, Shah Rukh Khan and Salman Khan, all of whom feature in the attraction. He is the youngest male actor from India to get this honour. Liz Edwards, PR Manager at Madame Tussauds London commented: “Our Bollywood area is one of the most colourful and popular in the entire attraction – particularly with our Asian visitors. We want to ensure we continue reflecting the very best of Bollywood so we’re delighted Hrithik will be joining the line up in 2011. His string of awards, box office hits and huge fan base make him a modern day icon and he truly deserves his place in the attraction.”

The figure will be created at Madame Tussauds studios in London over the next four months at a cost of £150,000. The first step is to craft a perfect clay sculpture from which the moulds are made to make an amazingly life like wax figure. Then it is over to a team of skilled hair and colour artists to insert the hair by hand and build up life like skin tones using layer upon layer of oil paint; every freckle, mole, dimple and wrinkle are accurately reproduced.

As spokesman for the International Indian Film Academy said, “We began our association with the world-famous Madame Tussauds museum in 2000 when at the inaugural IIFAs in 2000 at the Millennium Dome, Amitabh Bachchan was announced as the first ever Indian film star to be honored in wax. Then followed a string of select Indian stars including Sachin Tendulkar. We are very pleased that Hrithik Roshan now joins this esteemed waxed league, within a decade of entering the film industry.”

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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 £14.00 for adults and children (4-15 inclusive) when you pre-book at 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 21st 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.

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