



## **Global superstar Deepika Padukone unveils her FIRST EVER figure at Madame Tussauds London**

**14 March 2019:** Fans of global sensation, Deepika Padukone, were left seeing double at Madame Tussauds London today as the star visited the Baker Street attraction to officially unveil her first ever figure.

The surprise appearance thrilled a select group of fans who had been invited along to get a sneak peek of Deepika's likeness before the attraction opened to the public. Little did they know that the star herself would join them.

Renowned for her starring role in films including Piku, Padmaavat & XXX: Return of Xander Cage, the actress has been involved in the creation of her figure from the outset and has even donated the glamorous gown that she wore at the 2016 IIFA Awards.

Expressing her thoughts, Deepika Padukone said, "As a little girl, I was a very curious kid. For me, purpose is something that is very important. However big or small, whatever I am doing in my life, purpose and why we do what we do is very important to me. After I got a call from Madame Tussauds London I was really happy and excited but over a few days, I thought what is the purpose of this? Why are we doing this, or what is it that my fans will remember me for, remember my figure for, what is it that I would like to leave behind?"

Deepika continued: "The cause of mental health is very close to my heart. It is something that I am extremely passionate about. I said that's it, I would like for my fans, when they see my figure, I hope it reminds them of someone who did something for the cause of mental health, who worked towards creating awareness and destigmatising mental illness. I hope that it gives people a sense of upliftment and a sense of hope. I hope that message comes through."

The launch of Deepika's figure coincides with the arrival of a new interactive dance wall in the attraction's A List party room, where guests can take part in virtual dance coaching sessions to perfect their skills.

Visiting Madame Tussauds London for the first time since her childhood, Deepika brought along her family to mark her official induction in to the world-famous attraction. Millions of Deepika's followers across the globe were also able to get in on the action as the star live streamed moments from the big reveal.

Steve Davies, General Manager at Madame Tussauds London, added, "Deepika Padukone is a global superstar so it's only right that her new figure is the first Bollywood superstar to launch in our A-List party room. She'll take pride of place alongside fellow film and music icons from around the world. Having Deepika so involved in the creative process has been an honour for the Madame Tussauds

London team and we look forward to welcoming her fans from near and far to the attraction this year.”

Deepika fans should also keep their eyes peeled for a second figure to be unveiled at Madame Tussauds Delhi later in 2019.

**ENDS**

*Deepika’s Madame Tussauds London figure is available to guests from today. Ticket prices start from £27 and are available to book online, at [www.madametussauds.com/London](http://www.madametussauds.com/London).*

**Twitter: @MadameTussauds**

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**For press enquiries please contact Kara Gaughan or Heather Peebles on 0207 655 996 or [madametussaudslondon@stripecommunications.com](mailto:madametussaudslondon@stripecommunications.com).**

**Notes to editors:**

**Madame Tussauds London and Merlin Entertainments plc**

**Madame Tussauds London**

MADAME TUSSAUDS - Welcoming a fabulous 10 million guests through our world-famous doors every year, Madame Tussauds gives you the chance to experience the ULTIMATE fame experience.

We have over 23 unique locations around the globe, from New York to Shanghai, Amsterdam to Sydney - and of course London, where the story began. Throughout our 250+ year history, Madame Tussauds has brought to life thousands of celebs, stars and heroes - in mind-blowingly accurate detail – giving visitors the opportunity to brush shoulders with their idols and LITERALLY reach for the stars!

Truly immerse yourself in our famous worlds and get a taste of life of the rich and famous, as in 2018, the opportunity to *become the star* continues! Through a combination of our historic artistic methods (that date back centuries, by the way!), immersive sets and pioneering modern tech - guests can experience fame and get closer to the action like never before...

At Madame Tussauds London, guests can get up close and personal with more than 250 lifelike figures of today’s biggest stars; experience what it’s like to be a member of the Royal Family; take a time-travelling taxi ride through 400 years of amazing London history; enjoy the exclusive Marvel Super Heroes 4D movie experience; and come face-to-face with 18 of the biggest heroes and villains from the Star Wars universe in 12 scenes recreating some of the most iconic moments in film history.

Welcome to the Stage.

Welcome to the Spotlight.

Welcome to Madame Tussauds - it's where stars are made!

*Madame Tussauds London is located next to Baker Street tube station and open seven days a week – opening times vary, check the website for details before visiting, [www.madametussauds.com/london](http://www.madametussauds.com/london)*

**About Merlin Entertainments plc**

Merlin Entertainments plc is a global leader in location-based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 120 attractions, 18 hotels and 6 holiday villages in 25 countries and across 4 continents. Merlin's purpose is to deliver memorable experiences to 67 million guests around the world, through its iconic brands and multiple attraction formats, and the commitment and passion of its c.28,000 employees (peak season).

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