

## Indian movie stars to invade [celebrity.ebay.com](http://celebrity.ebay.com) for the first time

***An auction of jeans worn by the super stars of Bollywood & Kollywood will send the poorest children in Bangalore to the best colleges through Parikrma's Celebrity Jeans Auction presented by Embassy Group***

**Mumbai, September 1:** India's biggest movie celebrities are about to take ebay's global auction site [celebrity.ebay.com](http://celebrity.ebay.com) by storm with an auction of their jeans to raise funds to send some of the poorest children to the best colleges. Megastar Amitabh Bachchan, the iconic Aishwarya Rai Bachchan, Shobhaa De, author and social commentator, Shaina Ganapathy of Bangalore based Embassy Group, and Shukla Bose of Parikrma Humanity, on Saturday launched Parikrma Jeaneration – The Celebrity Jeans Auction, a unique global initiative to raise funds to send underprivileged children to college.

Amitabh Bachchan, the actor who truly revolutionized Indian cinema and a legend, says...

Aishwarya Rai Bachchan, India's iconic star that brought Bollywood glamour to global cinema had this to say...

Parikrma's Jeaneration presented by Embassy Group, one of the leading real estate developers in India, is a two week online auction of jeans worn by India's best known Bollywood and Kollywood celebrities. ebay will host this auction on its global celebrity site – [celebrity.ebay.com](http://celebrity.ebay.com)– where stars from India will share a platform with the likes of Lady Gaga, George Clooney, Brad Pitt, Christina Aguilera and others. This is the first time ever that Indian stars will be featured on the site, with a customized Jeaneration landing page. The Taj Lands End has generously opened its doors to host the launch of Parikrma Jeaneration in support of Parikrma and its mission for equal education.

Shobhaa De spokesperson for the Parikrma Jeaneration global campaign says...

Bollywood superstars like Kareena Kapoor, Deepika Padukone, Priyanka Chopra, Saif Ali Khan, Anushka Sharma, Shahid Kapoor and, Kangana Ranaut have already agreed to give their autographed jeans to raise funds for equal education. From the South, superstars like Suriya, Madhavan, Trisha, Dhanush, Rana Dagubathi and Vikram have also agreed to be a part of the Parikrma Jeaneration campaign.

Parikrma was founded in 2003 as an in-depth program that addresses all aspects of a child's life by providing ICSE English language education, nutrition, comprehensive healthcare and family care. Parikrma looks after children, who come from slum communities and orphanages in Bangalore, from kindergarten to Grade 12 and then provides them with scholarships to go to college. Already two batches of children are studying Engineering, Medicine, Law, Hotel Management and other courses at mainstream universities. In its 10<sup>th</sup> year of operations now, Parikrma is building a college scholarship fund to ensure that these children and hundreds more can continue to access world class college education. Embassy Group has already donated three acres of land in a prime location in Bangalore to Parikrma on long lease to set up a junior college for underserved children.

Jitu Virwani, Chairman and MD of Embassy Group says, "We are happy to partner with Parikrma in this novel initiative to bring together socially conscious celebrities to create a higher education fund for underprivileged children. For Embassy this is an extension of our commitment to education for the underprivileged both at the school and college levels. We see this as an opportunity to work on this socially relevant initiative with HNIs and corporate professionals who are key clients and stakeholders of our world-class business parks, luxury residential developments, retail and hospitality spaces."

"This is the first time we are taking the story of Parikrma to a global audience and already we are overwhelmed by the response from the film fraternity," says Shukla Bose, Founder-CEO of Parikrma Humanity Foundation. "Our children are doing exceedingly well in college and with the funds we raise we will be able to get them into the very best universities and fuel the revolution for equal education even more. I want to extend my heartfelt thanks to the Embassy Group for supporting this program. They have been integral to our ambition of sending children to great colleges. And a big thank you to Mr. Amitabh Bachchan and Mrs. Aishwarya Rai Bachchan for their fantastic support in launching this initiative. We could not have asked for a better start."

The jeans will travel across four on-ground events in cities across the world during the two week period of the online auction, celebrating the global reach of Indian cinema. There will be a launch event in Mumbai on October 27 followed by events in Chennai on October 30, Singapore on November 3 and San Francisco on November 9.

These jeans are not only collectors' items, but will be symbols of a revolution for equal education, so needed in our country today.

**[About Parikrma Humanity Foundation](#)**

Parikrma Humanity Foundation is a non-profit organization with a simple mission – to provide even the poorest children with access to the best opportunities around the world. Now in its 10<sup>th</sup> year of operations, Parikrma runs 4 Centres for Learning and a Junior College for 1375 children from 69 slum communities and 4 orphanages in Bangalore. Built around the ICSE curriculum, education at Parikrma includes sport, art, music, theatre, dance and wide exposure to the world. Parikrma also provides each child 3 meals a day, comprehensive healthcare and family care. Parikrma's is an end to end model that looks after a child from Kindergarten until the child gets a job and has broken the cycle of poverty. Parikrma manages K-12 education and then provides scholarships for children to pursue college education. Already 41 children are in college pursuing engineering, medicine, hotel management, art, science, nursing, commerce. Less than 1% has dropped with 96% attendance since Parikrma began operations in 2003. For more information log on to [www.parikrmafoundation.org](http://www.parikrmafoundation.org)

### **About Embassy Group**

Embassy Property Developments Ltd. is one of the leading property developers in India with a track record of over 27 years in real estate development. Embassy has an extensive land bank across the country and has developed over 29.8 million sft of prime commercial, residential and retail space in India along with international operations in Malaysia and Serbia. Embassy's portfolio of real estate developments spans the commercial, residential, retail and hospitality segments of the real estate industry.

Embassy's commercial real estate business includes the development of business parks for the IT/ITeS sector, SEZs and corporate office space. Embassy's residential projects are also designed to obtain IGBC Green Homes certification as part of the efforts towards creating sustainable developments.

Having been pioneers in luxury residences, Embassy has several ongoing residential projects which include luxury apartments, premium villas and integrated townships.