

# Fashion, Allure & Glamour is back with an all new season

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## INVC NEWS

New Delhi,

The glamour quotient and oomph factor of Yamaha Fascino Miss Diva - Miss Universe India 2017 just elevated with the launch of its all new season. The winner will represent the country at the coveted pageant Miss Universe. Collaborating in this incredible journey of bringing forth Indian beauty and talent at the global beauty platform, Lara Dutta who is the mentor and face of the series will take over the mantle of finding that one girl who will revolutionize the definition of elegance, poise and beauty. On the occasion, Lara Dutta said, "I am extremely excited to be back with the new season of Yamaha Fascino Miss Diva 2017, which has a whole new look this year. It's exciting to be a part of this journey in finding the perfect representative who is the Indian face of beauty, who possesses elegance, confidence, poise and intelligence. This journey has always been close to my heart and I hope this season is the one that brings us that exceptional girl who will bring the Miss Universe crown back to India". Yamaha Fascino continues to provide a perfect platform for the talented and ambitious women of today as it reflects the spirit of freedom and the desire to go beyond conventional boundaries. Signing up as a title sponsor for the pageant for the 4th consecutive year, the brand is once again ready to take talent to the fame by casting one lucky winner in the upcoming commercial of Yamaha Fascino. Roy Kurian, Senior Vice President, Sales & Marketing, Yamaha Motor India Sales Pvt. Ltd. said, "The years of togetherness has deepened Yamaha's commitment in promoting women empowerment and youth connect as the young Indian divas have acquired the world stage. Their confidence and infectious energy is what we have always believed in. The way Indian women are revving hearts across the world makes us very proud to be associated with Yamaha Fascino Miss Diva." United Colors of Benetton, a socially committed fashion group, has partnered with the pageant to empower the contestants under the Women Empowerment Program, an initiative in accordance with the United Nations. Ferzad Palia, Head - English, Youth and Music Entertainment, Viacom18, commented "COLORS INFINITY continues to raise the bar in offering premium content on the channel for our viewers. With talent shows like The Stage and Yamaha Fascino Miss Diva, we continue to proffer our support to platforms that give talented and aspiring youth of the country an opportunity to shine and attract India's attention. It gives us great pleasure to partner with Yamaha Fascino Miss Diva 2017, for the second year running and we'd like to wish the best to all the contestants in the competition." Lara Dutta, along with an elite fashionable set of panelists and judges will chronicle the journey of the finalists from across the country and judge them on various tasks. The themes will be designed and judged on various parameters ranging from ramp walk, photo shoot, perfect body, communications skills and more. The nationwide auditions begin from August 5, 2017, giving the winner the once in a lifetime opportunity to attain a ticket to Miss Universe. The auditions will traverse through the length and breadth of the country to bring to you the best from cities like Lucknow, Kolkata, Indore, Hyderabad, Pune, Ahmedabad, Bangalore, Chandigarh and Delhi that will culminate into the final leg of auditions at Mumbai.

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