

Super 30 Event by Star Gold TV Channel sees Cine Star Hrithik Roshan make a surprise appearance

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Continuing its promise of showcasing the latest Bollywood blockbusters, Star Gold entertainment channel is set to premiere Hrithik Roshan's recent superhit film - Super 30, the inspiring real life story of mathematician Anand Kumar. The premiere is on Sunday, 22 September at 1 PM and can also be caught on Star Plus.

This deeply human story sees 30 underprivileged but ambitious students being selected by Anand Kumar to prepare for and achieve the seemingly impossible; admission into the highly competitive IITs.

As part of the promotional activities, Star Gold planned a series of interesting campaigns called the "Super 30 Express" and "Super Fans". The Super 30 Express van is an on ground initiative to connect with students and nudge their interest towards Maths & Science through mind puzzles and brain-stimulating exercises that required little or almost no formal education.

The "Super Fans" event was organized in Mumbai where Hrithik surprised his super fans at the venue and interacted with them. The fans had no idea of Hrithik being present at the venue. This made for a once in a lifetime memory for each fan present!

"Super 30 has been a very close film to my heart. With the television premiere, I am glad that the families will be able to watch the story that inspired, moved and celebrated the lives of each and every individual associated with the journey." said Hrithik Roshan.

Commenting on the engagement programs, Star India spokesperson said, "Super 30 has inspired an entire generation of students and changed their perspective towards Maths and Science. Through the on ground initiatives, we set out to connect with students and fans across the country and have been able to reach out to more than 100,000 students. It is indeed heartening to see the crowds gathered in such large numbers. It has been a great prelude to the movie premiere which will be watched by millions of people across the country. We hope that the story of Anand Kumar inspires millions from our young generation to overcome the many challenges life has to throw at them and come out as a winner".

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