

CHENNAI Chronicle

Lara serves it hot



GLITTERATI

If there is any Indian actress who can do more with an advertisement made popular by American singer Jessica Simpson, it is Lara Dutta.

The *Billa* actress will soon be seen in a red-hot avatar for the Indian adaptation of Pizza Hut's famous American campaign promoting a new pizza, which is now available in India.

The advertisement is made along the lines of the fast food company's American campaign with Jessica. In the American version, Jessica sings a version of the song *These Boots Were Made For Walkin'*, called *These Bites Were Made For Poppin'*. This ad was aired in the US during the 2006 Super Bowl. She won kudos for the ad when it came out. Jessica had also done a version of *These Boots...*, for which she received criticism from a Christian group. They claimed that her image was too "sexualised".

In the soon-to-be-aired Indian version, Lara enters the restaurant as a server in the same way as Jessica, after a young customer gives his order for the new pizza. She is holding a pizza, dressed in a tiny red dress. "I am aware of the success that the campaign had in the US and I

hope it is even more successful here in India," said Lara.

This will be one of Lara's first big advertisements and she joins the likes of former *Partner* co-star Katrina Kaif, in the "food porn" category of ads.

Lara will be seen in films like Vasu Bhagnani's *Do Knot Disturb*, and big budget starrer *Blue*, which releases at the end of the year.

However, she will not be seen in the much-anticipated *Partner* sequel.

IN THE SOON-TO-BE-AIRED AD, LARA ENTERS THE RESTAURANT AS A SERVER, JUST LIKE JESSICA