

DHONI BIOPIC TRAILER WINS MANY HEARTS



Mahendra Singh Dhoni and Sushant Singh Rajput are all smiles at the event

The trailer of the upcoming biopic, *MS Dhoni: The Untold Story*, has received a phenomenal response. Indian skipper Mahendra Singh Dhoni, on whom the movie is based, unveiled the promo across three cities – Jaalandhar, Delhi and Mumbai – in front of 60,000 people.

Sushant Singh Rajput, who portrays the role of the cricketer on screen, director Neeraj Pandey and producers Vijay Singh and Arun Pandey got a glimpse of the sports star's fan following. The ambience at all the three events resembled that of a cricket stadium – the crowd cheered for him and went berserk after they saw the promo.

Dhoni's story is that of a small-town boy who dreamed big and dared to break norms. The promo, which instantly went viral on social media, shattered records within hours of its release. Besides registering 6.46 million views in 24 hours, the trailer also got 2.37,000 likes.

This was also the first time that a micro-blogging site like Twitter had partnered with a film. The social networking platform was given access to the cricketer's handle, through which a personalised message along with the trailer link was sent to all his influential verified followers. This activity reached 140 million people globally.

Neeraj, who has scripted as well as helmed the film, is overwhelmed by the response. He says, "I'm extremely happy that cricket fans have loved our effort of portraying the life of their icon on screen."



The Indian skipper takes a selfie with Vijay Singh, Neeraj Pandey and Arun Pandey

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— NEERAJ PANDEY, DIRECTOR



Students in the Capital wait with bated breath to watch the film's promo

Vijay, the CEO of Fox Star Studios, adds, "We are humbled. Our biggest victory is that people have found our portrayal of the life and times of Dhoni authentic."

Arun adds, "MS is someone who has inspired

millions with such humility and candour. It gives me great pleasure to express my dream of his journey on celluloid."

MS Dhoni: The Untold Story, presented by Fox Star Studios, releases on September 30.