

MY HOME IN



ENERGY AUDITORS VISIT YISHUN HOMES

EIGHTY employees from Maybank Singapore and student volunteers from Youth Bank took on the role of energy auditors for two weekends beginning from yesterday to raise awareness about Earth Month.

They went door-to-door, visiting over 1,000 households in Nee Soon East, to offer energy-saving tips to the residents.

The audit is part of Maybank Singapore's commitment to make a difference to the community near its branches, including its newest one in Yishun.

POLICE SEEK MISSING PATIENT

POLICE are looking for an elderly man who had gone missing from Tan Tock Seng Hospital after he was warded there.

Mr Tan Poey Kiat, 69, a resident at Bukit Batok Home for the aged, went missing on April 12 after he was taken to the hospital on April 9. He is about 1.64m tall and was last seen wearing a dark-green T-shirt and dark-blue pants.

Anyone with information should contact the police on 1800-255-0000.

my paper 我报

ENGLISH EDITORIAL

Consulting Editor: FELIX SOH
felix@sph.com.sg

Editor: YEOW KAI CHAI
kaichai@sph.com.sg

Deputy Editor/
Money Editor: SARAH NG
ngsls@sph.com.sg

News Editor: CHONG CHEE KIN
cheekin@sph.com.sg

Foreign Editor: WOON WUI TEK
wuitek@sph.com.sg

Entertainment/
Lifestyle Editor: JILL ALPHONSO
jilla@sph.com.sg

Sports Editor: CHIA HAN KEONG
hankeong@sph.com.sg

Art & Design
Director: PETER WILLIAMS
peterwil@sph.com.sg

Copy Editor: KONG SOON WAH
sw@sph.com.sg

HOTLINE: 6319-8880

e-mail: myp@sph.com.sg

ON THE WEB: mypaper.sg

TO ADVERTISE: 1800-822-6382

TO GET A COPY: CIRMyp@sph.com.sg
or call our circulation department on
6388-3838 from Mon-Fri (9am-5pm)



SINGAPORE

SLUMDOG DANCE FEVER

Bollywood moves surge in popularity, thanks to Oscar-winning movie

JOY FANG

DANCE instructors and studios are cashing in on Bollywood-mania with the international success of Danny Boyle's Oscar-winning *Slumdog Millionaire*.

Sign-up of new students who specifically asked to learn Bollywood dances had seen as much as a two-fold increase.

Dance experts told *my paper* that Bollywood dances are seeing a surge in popularity – thanks to the movie and its catchy theme song, *Jai Ho*.

Bollywood dancing comprises of exaggerated hip and shoulder movements set to the tunes of high-tempo Indian pop music.

Ms Nidhi Mehta, founder of Indian dance company, Bolly-Beatz and a dance instructor, said her Bollywood classes have seen a spike in new students, especially among the non-Indian community.

Last month, there were 15 new students – almost double the monthly average of about eight.

Previously, just over one in 10 were Chinese. Now, nearly two in five are Chinese students.

"The popularity of *Slumdog Millionaire* definitely drove the demand. There was a lot more interest after that, especially for the song *Jai Ho*," she said.

"In fact, when the movie first came out, about 20 people asked me when *Jai Ho* will be included in my routine," she added.

Ms Yasminbee Sheikh, a Bollywood dance instructor from dance studio JJSalsaRengue, said there was up to a 30 per



BOLLY-GOOD: A dance class in progress at Wellness Infinity Club in Revenue House. (PHOTO: NEO XIAOBIN)

cent increase in her Bollywood dance-class enrolment over the past four months.

Mr Imran Manaff, general manager of performing and arts management company Apsara Asia, said: "The success of *Slumdog Millionaire* made it possible for Bollywood dance to join the ranks of other dance genres and to become a staple norm."

Mr Imran added: "More choreographers are also using Bollywood dance in their choreography... and, for once, it is not what everyone perceives it to be: where girls and boys sing and dance around coconut trees!"

Even line dancing has not been spared from the *Slumdog* phenomenon.

Part-time line-dancing in-

structor Lim Chee Kiang said: "Jai Ho is quite catchy and unique, with Indian elements in it, which makes it suitable for line dancing. A lot of people are choreographing for this song, which means more people are dancing to it."

For Ms Seraphina Teow, hearing her friends rave about the movie was enough to pique her interest about all things Indian.

The 24-year-old, who attended her first Bollywood dance class with Ms Mehta last Tuesday, said: "I wanted to know more about it and see what the dance offers. I also have quite a few Indian friends, so I wanted to explore their culture."

Tax auditor Azlina Marlin Arasmi was so impressed after

watching the show that she signed up for a Bollywood dance class.

The 34-year-old said: "When the music came out at the end of the movie, my heart was thumping. It made me wish I could get into the movement and dance."

joyfang@sph.com.sg

HELPDESK 我的字典

Exaggerated:
夸张的 kuā zhāng de

Choreographers:
编舞者 biān wǔ zhě

Catchy: 易记的 yì jì de

Rave about:
大肆吹捧 dà sì chuī pěng

Cost-saving marketing tips to ride downturn

KENNY CHEE

COST-CUTTING measures may be top on a company's mind when the road ahead gets bumpy.

But industry experts at a marketing forum for chief executives last Friday told *my paper* that there are still cost-effective ways for firms to market their products – even if they have to cut their budgets.

The forum on marketing during the recession was organised by Singapore Press Holdings

(SPH) and marketing-communications firm Ogilvy & Mather Singapore.

Mr Stephen Mangham, group chairman of Ogilvy & Mather Singapore, said it is cheaper to market to existing customers than new ones.

"Particularly if you are a service business that already has a very established customer database (you can already market to)," said Mr Mangham.

Companies with a leaner budget could also focus their marketing expenditure on their established brands as it takes

"disproportionately less money" to support a firm's bigger brands than smaller or new brands.

Still, this should not stop innovative products from being launched in the downturn, he said, and cited how Apple's hit iPod music player was launched in the recession of 2001.

SPH's senior vice-president and head of strategic marketing, Mr Geoff Tan, said finding partners that can offer firms cost-effective marketing solutions in the downturn is also important.

"For instance, SPH has multi-

ple media products for marketing, from print to the Internet to radio, to suit different marketing budgets, even smaller ones in the downturn," he said.

Another cost-saving marketing partnership is co-marketing with other companies, said Ms Elim Chew, founder and president of home-grown retail fashion chain 77th Street.

"Co-marketing through platforms like our GetaLife Card programme for customers is cheaper for firms as marketing costs can be shared," she said.

kennychee@sph.com.sg