

## **HDFC Bank and Red FM launch “Talent Unlocked”**

- ***National Level Initiative to be run across Red FM’s network of 57 cities***
- ***To unearth fresh singers, dancers, actors, cooks and more***

**Mumbai, 19<sup>th</sup> February 2021:** HDFC Bank and Red FM today jointly announced the launch of “**Talent Unlocked**” a month-long campaign to encourage people to showcase their talent. The campaign will run across Red FM’s stations in 57 tier 2 and 3 cities across India where it has a leading presence. There will be three rounds in this competition. In the first two rounds the city and regional winners will be selected. In the final round the national champion will emerge.

Talent Unlocked will commence taking entries from 19th February 2021. Participants can visit <https://talentunlocked.redfmindia.in> and have to upload a 1-minute video / audio or picture showcasing their talent. It could be singing, dancing, poetry recital, acting, comedy, etc. Needless to say, the microsite is equipped with user friendly features that will allow the visitors to like and vote for the videos uploaded by the participants.

Participants will be given a unique url. Post verification of their entries, they can share this URL to generate votes/ likes/ shares on social media platforms like Facebook, Twitter or Instagram tagging HDFC Bank and Red FM with #TalentUnlocked.

In the third week, city champions will be declared basis votes and a judges’ panel. City winners will move on to regional Level and will have to upload a second video in 2 days. By Week 4, regional winners will be selected who will then compete in the grand finale culminating in a national champion.

Last date for accepting entries will be 6th March 2021 and the finalists will be invited to participate in a 2-day National Competition which will be judged by a professional jury. The



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national champion will be declared on 14th March 2021 and will be crowned HDFC Bank National Talent Champ 2021.

***Speaking on the partnership, Mr. Ravi Santhanam, Chief Marketing Officer, HDFC Bank said,*** “We are delighted to partner with Red FM. “Talent Unlocked” will give people a platform to showcase their talent and catch the eye of well-known personalities in the jury. Indians have immense ability but many times they do not have the forum to showcase this. We are hoping in our own small way to help bridge this gap. Our commitment is to practically all forms of art be it singing, dancing, acting, comedy, poetry, cooking but not restricted to these. Wishing everyone a happy and healthy competition.”

***Speaking on the collaboration, Ms. Nisha Narayanan, Director & COO, RED FM and Magic FM, said,*** “Talent Unlocked is a platform that aims towards building a community that not only thrives on the spirit of India’s talented people but also offers the participants a chance to reach a larger audience. At RED FM, we have always worked towards creating avenues for people to showcase their talent. We are delighted to have co-created this joint IP with HDFC Bank to create a platform that focuses on the remarkable and talented Indians.

### **About HDFC Bank**

To know more about HDFC Bank, log on to [www.hdfcbank.com](http://www.hdfcbank.com).

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