

# Shankar Ehsaan Loy launched McDowell's No.1 Cover Stars #No.1 Yaari Jam

McDowell's No.1 created yet another milestone with the launch of 'No.1 Yaari Jam', a never-before concept being played on Pepsi MTV Indies' brand new program 'Cover Stars'. Bollywood's most sought after musical trio, Shankar-Ehsaan-Loy (SEL) created their own stellar version of the very popular #No.1Yaari anthem popularized by Mohit Chauhan earlier. To continue 'No.1 Yaari Jam' Shankar Ehsaan Loy have invited Indian Ocean to create new version of #No.1Yaari anthem.

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Capturing the essence of close friendships, McDowell's No. 1 had released #No1Yaari campaign in November 2014 across several platforms to connect and engage with its consumers.

The 7 minute short film written by Sonal Dabral- Executive Creative Director and Chairman of DDB Mudra and directed by Anupam Mishra with music composed by Rajiv Bhalla has become very popular especially on account of its song Aisi Waisi Dosti Nahi by Mohit Chauhan.

The #No.1Yaari' has received tremendous response digitally. Within 2 months of release, the short film has received over 5 million views (Facebook + Youtube) and the number is only increasing. Considering the duration of 7 min, it is one of the highest in recent times amongst videos of similar duration in the digital space.



In 'No. 1 Yaari Jam' Mohit Chauhan, Rajiv Bhalla and Sonal Dabral passed on the musical baton to their friend Shankar Ehsaan Loy who will pass it on to other people in the music fraternity and to the public. The challenge – Make your own version of the 'Yaari' song along with your group of friends!

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McDowell's No.1 is creating an opportunity for friends to get together & celebrate their close friendship through the '*No.1 Yaari Jam.*' To enter the contest, bands or a group of friends have to sing their own version of the *Yaari* song and submit their videos on-line, and also nominate a group of their friends to make their own version of the song.

Winners will be selected through audience voting and artist's choice throughout the 4 weeks of the contest. The two winning groups will be featured on Pepsi MTV Indies for a month!

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# COVER STARS

#No1YaariJam



“Music and friendships truly transcend boundaries. Together, they transport you to memories of celebrations and true friendships. We thought it would be wonderful to find a way to celebrate this heart-warming combination by blending together music and *yaari*, the essence of what the McDowell’s No.1 brand stands for. ‘*No.1 Yaari Jam*’ is an innovative concept which allows people to create cover versions of the Yaari song and bring both their music and friendship into the spotlight” says Unnati Sinha, Sr. Vice President Marketing, United Spirits Limited.