

## **“IT TAKES 2-3 YEARS FOR PEOPLE TO ACTUALLY KNOW YOU ARE IN BOMBAY... WHY IS ACCESS TO THE FILM INDUSTRY SUCH A COMPLICATED PROCESS?”**

*~ In an **EXCLUSIVE** interview with NEWJ, Rakul Preet Singh opens up ~  
on the launch of her new app STARRING YOU*

**Mumbai, November 26, 2021:** In an all access **EXCLUSIVE** interview with NEWJ, Gen-Z silver screen sensation Rakul Preet Singh gave NEWJ a special inside look of her newly launched app STARRING YOU.

STARRING YOU is a revolutionary new app that is poised to revolutionize the entertainment industry and lives of aspirants looking for their big break.

NEWJ got Rakul Preet to bare her heart on her sleeve and share some of her personal experiences and inspiration that led to the creation of STARRING YOU.

She said, “It takes 2-3 years for people to actually know you are in Bombay, why is access to the film industry such a complicated process? STARRING YOU is a platform which will connect opportunities to the people who dream to have those prospects.”

STARRING YOU was clearly created as a solution to overcome distance. “The physical boundaries led us to figure a way to bridge the gap. We created a platform where people didn't necessarily have to be in Mumbai to audition for their dream opportunity in the film industry.” she told NEWJ

“I have never really believed in the word nepotism because I feel as an Indian society, we have a very solid conditioning of nepotistic ways.” she smirked.

You can watch the full interview at:

**INSERT LINK**

## **About Starring You**

*Starring You* is a democratizing platform that bridges the gap between an artist (in front of and behind the camera) and their dream! It helps aspirants overcome the hurdle of physical distances and boundaries. Audition from anywhere for any opportunity on StarringYou for Your Big Break.

*Starring You* helps aspiring actors, directors, editors, writers, dancers, choreographers, and other professionals who want to work in films make their dreams come true. They provide life-changing opportunities in Indian Cinema on a level playing field, to budding artists all over the world.

Time is everything. Make it count. Whether you're a 'Talent' or in the business of 'Employing Talent' you're just a click away. Download Starring You and SUBSCRIBE now to get discovered!

## **About the Founders**

### ***Rakul Preet Singh***

Rakul Preet Singh has made her mark in the Hindi film industry over the last couple of years and is a huge star in the South Indian film industry as well. Her upcoming line up films is only a proof that she is here to shine across Hindi and regional cinema.

Rakul has made her way in the industry after hundreds of auditions and found her way to the perfect team who can guide her in her journey. However, she recognizes that not many have the support or means to chase their Bollywood dreams, leaving their dreams unfulfilled despite being talented.

And so she “Welcomes all to Stardom” with STARRING YOU.

### ***Aman Preet Singh***

Driven by passion, a go-getter and ready to conquer the world one business venture at a time, Aman's entrepreneurial endeavors have proven successful over the years with a thriving Gymnasium and Functional Training space in Hyderabad. After his film debut in 2020, he co-founded Starring You to provide job opportunities to all aspiring talent of the country.

## **About NEWJ**

Founded in 2018, the company's mission is to tell stories that matter to India's masses and remains committed to helping build a 'Digital Bharat' as well as grow the country's Digital Knowledge Economy through impactful and India-centric storytelling. An important part of the mission is to reduce the urban-rural divide in India's new media space by leveraging data and tech to serve one of the largest and fastest growing news markets in the world.

As a “social-first” publisher, NEWJ incorporates stories of all genres under an umbrella platform and is present in thirteen languages namely Hindi, English, Tamil, Bengali, Marathi, Gujarati, Telugu, Kannada, Punjabi, Odia, Assamese, Urdu, and Malayalam.

NEWJ aims to scale up its capabilities in visual storytelling with a focus on #BharatFirst and has aggregated over 15.1 billion views since inception reaching an audience of tens of millions across a dozen social media and OTT platforms. It offers its partners and clients 9 times higher engagement rate and 5.5 times higher

view to audience ratio compared to average industry standards As many as 850 video stories produced by the 'NEWJRoom' have recorded over a million views each.

NEWJ was ranked 35th amongst the top 50 Global Digital Media Companies by Tubular Labs Ltd.