

Wave World Kabaddi League to host Premiere of Akshay Kumar

•Written by amit bachchan•

••Tuesday•, 05 •August•, 2014 05:49• -



Wave World Kabaddi League (Wave WKL), first international Kabaddi league, will host the premiere of Tips Entertainment upcoming, Akshay Kumar starrer, Entertainment. The film will have its World Premiere in London at Imax Cinema on the eve of Wave WKL inauguration, on August 8, 2014. The event will see attendance of film star cast, Akshay Kumar; Tamannah Bhatia; United Singhs franchisee co-owner, Sonakshi Sinha; Mr. Sukhbir Singh Badal, Deputy Chief Minister-Punjab and President, Wave WKL; Mr. Pargat Singh, Commissioner, Wave WKL; Mr. Raman Raheja, CEO, Wave WKL; Wave WKL Franchisee Owner & Bollywood Actor, Mr Akshay Kumar; Mr Monty Chadha, Managing Director, Wave Group, Title Sponsor, Wave WKL, filmmakers and members of the voice cast in attendance for red carpet media interviews.

Entertainment is a Bollywood slapstick comedy film directed by debutant duo Sajid-Farhad and produced by Ramesh S. Taurani of Tips Industries Ltd and Jayantilal Gada. The movie is named after a dog who plays the character of a Golden Retriever as a parallel lead with Akshay Kumar. The soundtrack of the movie is composed by Sachin – Jigar who worked with Akshay Kumar for the first time. The first song released was "Johnny Johnny" which has topped the charts since its release.

Excited about the international premiere of his new film, Akshay Kumar said, “My fans have always appreciated my comic characters. I am delighted to announce the premiere of my new comedy film ‘Entertainment’. The movie has rib-tickling sense of humour and will surely makes all fans come out smiling from the theatres. I am thankful to Wave WKL for hosting the premiere of the film. Also I urge all my fans to support my Kabaddi team Khalsa Warriors.”

“We are looking forward to hosting the premiere of Entertainment. I wish the entire team of Entertainment for the premiere and wish them for a splendid success. Akshay Kumar is a sport enthusiast, he has partnered with Wave WKL. London is home ground for his team, Khalsa Warriors. I am confident that Akshay Kumar’s magic will bind a spell on the audience and make

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both the movie and the Wave WKL will be a great success.” said Mr. Raman Raheja, CEO, Wave WKL.

Wave WKL is set to kick off from today i.e. 9 August to 13 December 2014 and will see various national and international Kabaddi players in action through 8 franchisees. The league will follow the Formula 1 touring sports format and will be played across 4 continents. Wave WKL aims to become the go-to brand when it comes to sports entertainment or delivering value to its partners and sponsors. Wave WKL as a brand embodies strength, power, agility, tactic, entertainment, masculinity and aggression. It is taking an indigenous Indian sport to the world and redefining it for the Indian audience.

It gives Kabaddi a ‘gladiatorial’ persona and adds loads of spunk and aura. We need to vie for a niche currently occupied by well-established sports like soccer and cricket. Our visual identity, tone and texture is global and aspirational.