



**NOKIA**

**New Year's Eve**

HONG KONG MUMBAI BERLIN RIO NEW YORK

## Nokia New Year's Eve in Mumbai celebrates the start of 2007 in international style

Star-studded event highlighted by performances from Grammy Award-winning Nelly Furtado and Indian music maestro A.R. Rahman, and Bollywood superstars Priyanka Chopra, Shahid Kapoor, Koena Mitra, among others.

On December 31, Mumbai, the entertainment capital of India, was one of five cities to host Nokia New Year's Eve - the world's biggest New Year's celebration. With musical performances by a glittering line-up of international and Indian artists, including Nelly Furtado, A.R. Rahman, and Bollywood superstars Priyanka Chopra, Shahid Kapoor, Koena Mitra, among others, Indian music lovers rocked and danced inside Mumbai's Andheri Sports Complex, celebrating the New Year in a truly global style.

Grammy Award-winning songstress Nelly Furtado, performing in India for the first time, captivated the crowd by singing two Hindi ballads, *Kabhi Kabhi* and *Yeh Sama*, in addition to her international hits *Powerless*, *Maneater* and *I Am Like A Bird*.

"Thank you Nokia for making this happen. I have wanted to come to India all my life," said Nelly Furtado after the show. "The crowd was amazing and it was so much fun to perform on the same bill as so many talented Indian artists."

Nokia New Year's Eve also marked the public debut of the first English language composition by Indian musical legend A.R. Rahman – *Pray For Me, Brother* – an anthem dedicated toward the eradication of world poverty. As the clock closed on midnight, Rahman, also known as the "Mozart from Madras", got the crowd into the party spirit with his all-time hit *Humma Humma* as well as his Oscar-nominated single *Khalbali*.

Other Indian stars performing at Nokia New Year's Eve in Mumbai included former Miss World and Bollywood leading lady Priyanka Chopra, Bollywood actors Shahid Kapoor and Koena Mitra, among many others.

"I normally spend New Year's with my family, but the Nokia party is a great idea for connecting people and also a great platform to connect with my fans. I wish my fans a great 2007," said Shahid Kapoor.

Mumbai was one of five Nokia New Year's Eve celebrations taking place around the globe, with similar events in Hong Kong, Berlin, Rio de Janeiro and New York. An estimated 1.5 million people are expected to attend Nokia New Year's Eve celebrations and an estimated 150 million are expected to watch the Nokia New Year's Eve broadcast on television and the Internet.

"Nokia New Year's Eve in Mumbai clearly lived up to our mission of "Connecting People" and delivered on our promise of getting people talking, sharing and celebrating on one incredible night," said Devinder Kishore, Director of Marketing, Nokia India. "Our thanks to the artists who performed -- and to the audience who contributed to making this such a memorable night."

In addition to an incredible evening of musical performances, Nokia New Year's Eve offered music lovers a number of innovative ways to use their mobile phones, including the opportunity to send in messages displayed on giant screens around the stage throughout the night. Party-goers also sent thousands of messages to the other Nokia New Year's Eve cities and made use of several bluetooth "beam-zones", where they could receive a host of free content including wallpapers, links, gig guides, ringtones and artist content.

Those who may have missed Nokia New Year's Eve in person can still view the performances by visiting [www.nokianewyarseve.com](http://www.nokianewyarseve.com), where musical highlights from all five Nokia New Year's Eve events are available.

Press photos, artist info and other press information from the Nokia New Year's Eve celebration in Mumbai is available at: [www.nokia.com/press/nye](http://www.nokia.com/press/nye). For access to broadcast footage containing highlights from the Mumbai event, an APTN satellite feed is available at 04.30 IST and 06.30 IST. Broadcast footage of all Nokia New Year's Eve performances, including Hong Kong, Berlin, Rio and New York, will be distributed via APTN at 14.45 IST and 17.45 IST on January 1. Hard copy tapes can be ordered directly from Tom Batchelar at Medialink, +447852946375.

#### **About Nokia**

Nokia is a world leader in mobile communications, driving the growth and sustainability of the broader mobility industry. Nokia connects people to each other and the information that matters to them with easy-to-use and innovative products like mobile phones, devices and solutions for imaging, games, media and businesses. Nokia provides equipment, solutions and services for network operators and corporations.

#### **Media Enquiries:**

Nokia India  
Communications  
Tel. +91 124 419 9358  
E-mail: [geetanjali.sharma@nokia.com](mailto:geetanjali.sharma@nokia.com)

Text 100  
Rowena Uppal / Nibha Bhandari  
Tel. +91 11 666 00150  
Email: [ruvinau@text100.co.in](mailto:ruvinau@text100.co.in)