

# Kaanta laga

I get work because of the independently built credibility, not because I am Manpreet Brar's sister, says **Simrit Brar**

Publicity design is a growing venture. Does being one of the few qualified designers give you an edge?

● It surely does.

Most people learn on the job. But being qualified, it gave me an edge because I understood the job better. In a short span of time, I got some really big projects.

Out of the numerous films you have done, which design remains your favourite?

● I've worked in different ones. I got involved with *Kaante* even before the

film was shot. The first communication brochure I made became the face of the film. *Lagaan*, too, was interesting because

we had to keep in mind the fact that Aamir was the only star we had! It was a little difficult to publicise.

Does being Manpreet Brar's sibling help you in the industry?

● It's more like a conversational point. When people hear my last name, they do ask me if I am related to her. That's all. But when I get work, It's

because of the independently built credibility. Your credentials speak for you!

How does it feel to have won several awards?

● The Star Screen Award for best publicity design for *Aks* was interesting. Even the government award, Maharashtra State Award, for best poster, *Astitva* was special. But the *Kaante* phase was interesting because that year was very good for me. That year I also did *Dil Chahta Hai* and *Lagaan*.

PARAS TOMAR



## LET'S TALK