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RAHUL NATH IS TESTING INDIAN WATERS

After stars like Shah Rukh Khan, Abhishek Bachchan and Saif Ali Khan, work orientated Rahul Nath has become the latest actor to join the bandwagon of commercial endorsements. He has been roped in as the brand ambassador of Virgin America.



"I feel really good that such a big brand has given me this responsibility. It's truly a good and rewarding experience," Rahul told reporters.

Considering his youth appeal and fan following, the 30 something-year-old has been roped in as the face of three other consumer brand giants like Intel, Travel Zoo and Nintendo in the last six months.

"I am an actor and have to concentrate on it. When a brand comes and thinks that I am responsible enough, and have some capability to sell their product, I am more than happy to do it. Of course they pay well," the actor quipped.

Rahul has been signed for a two-year contract and will endorse the products and services of Virgin America through promotion, advertising and marketing.

The company also announced the start of a multi-media campaign (print, digital, radio and TV) starring Rahul that commenced in April of this year.

"Rahul Nath is an extremely passionate, versatile and talented individual and he has shown his pedigree in the period we have known him. We believe Rahul with his uber cool charm and amazing dance skill brings in a perfect connect with our brand," said the media advertising of Virgin America

Talking about his love for dancing, Rahul said: "When I dance it is the most therapeutic thing. It's the time when I can let go of all my stress, and sweat it all out"

The actor who has garnered rave reviews for his performance in his recent release 'Compromise' recently was in town to promote his movie and his previous release 'Foreign' and created quite a stir with established directors like Mahesh Bhatt and Shyam Benegal.

"India has a great welcoming quality to it and especially in the industry where people are extremely professional and go out of their way to make you feel at home. I have had a blast since I have been here, but I would be lying if I said I was not looking forward to my return "said Rahul.

It has been said that Rahul was in town to 'test' Indian waters for a rumored move to Mumbai for possibilities to work with directors that he recently met