

Hyundai ambassador SRK to boost India-South Korea ties

Express News Service

Chennai: After being the brand ambassador for Hyundai Motors in India for the last 15 years, Bollywood star Shahrukh Khan would now be donning the role of a diplomat to boost ties between India and South Korea.

Khan, who was in the city to roll out the five millionth Hyundai car at Hyundai Motor India Limited (HMIL) manufacturing unit in Irungattukottai here, said that he will be the 'Goodwill Ambassador for public diplomacy for South Korea'.

The actor said that this would be finalised during a ceremony in New Delhi soon. Chung Tae In, a Minister in the South Korean Embassy had earlier revealed this tidbit during a press conference after they rolled out their five millionth car. Stating that India was a second home for south Koreans, Chung said that Khan would be anointed as ambassador for public diplomacy in New Delhi before flying to South Korea to promote goodwill between the two nations. He added that the rollout of the five millionth car came at a time when both India and South



B S Seo, managing director Hyundai Motor India Ltd., with the King Khan | SHIBA PRASAD SAHU

Korea marked the 40th anniversary of diplomatic ties.

However, it was Khan who stole the limelight from Hyundai Motors. The brand ambassador of Hyundai, walked down the memory lane cherishing the 15 years of his ties with Hyundai. "I am still known as Santrowallah Shahrukh Khan and at one point I even thought of naming my son as Santro, the starjoked.

Khan, who is currently

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known for his lungi dance in *Chennai Express*, went on to sing the same lines with a different tune. But this time it was Hyundai Dance much to the delight of Hyundai employees.

To a query on *Chennai Express* hurting the sentiments of Tamils, he said that none of his films portrayed anyone in bad light. "I am half South Indian myself and the film is not a real story," he said. "If anyone is hurt, I apologise for it," Khan said.