

Shilpa Shetty's perfume raises more than Rs 12 lakh at charity auction

November 9th, 2007

Bollywood actress Shilpa Shetty's recently launched perfume 'S2' raised an amazing 15,000 pounds sterling (more than Rs 12 lakh) for charity at a special auction held in UK last week.

The proceeds from the event will be going to 'Anamika' - a charity organization for underprivileged children in India.

Fashion tycoon Danni Passi purchased the fragrance in the auction, while Shilpa attended the event to lend her support to the cause.

The 15,000 pounds bid by Passi, surpassed the 9,000 Pounds mark raised by Shilpa at British MP Keith Vaz's charity event last June.

Shilpa's publicist Dale Bhagwagar said, "She is thrilled that her perfume has managed to raise this amount for charity. What's remarkable is that the sum raised from necklace and a Cartier watch." The proceeds will be used towards upliftment of underprivileged Indian children, their basic rights to survival, protection and development.

Meanwhile, Shilpa's musical "Miss Bollywood" continues to enthrall audiences across Europe. After its stupendous success in Germany, the actress is currently performing shows in various cities of UK almost on a daily basis.

"Her recent shows in Manchester have got her a standing ovation, an overwhelming applause and loads of critical acclaim. So much so, that the organizers are planning to squeeze in two extra shows in UK for this week," Mr Bhagwagar added.