Natasha Bharadwaj Receives an IMDb STARmeter Award

Natasha Bharadwaj receives an IMDb STARmeter award in the "Breakout" category, as determined by IMDbPro data on the page views of the more than 200 million monthly IMDb visitors worldwide

Previous IMDb "Breakout" STARmeter Award Recipients Include Brie Larson, John David Washington, Bill Skarsgård, Daisy Edgar-Jones, Nicholas Braun, and Anya Chalotra

MUMBAI—October X, 2021—Today, IMDb (<u>www.imdb.com</u>), the world's most popular and authoritative source for movie, TV, and celebrity content, presented an IMDb "Breakout" STARmeter Award to *Mumbai Diaries 26/11* star <u>Natasha Bharadwaj</u>. IMDb STARmeter Awards recognize the stars who are fan favorites on the <u>IMDbPro</u> STARmeter rankings, which chart the page views of the more than 200 million monthly visitors to IMDb worldwide.

Natasha Bharadwaj recently surged on the IMDbPro STARmeter chart, fueled by her role as Dr. Diya Parekh on the hit Amazon Prime Video series <u>Mumbai Diaries 26/11</u>. First delighting audiences as a contestant on <u>India's Next Superstars</u>, Bharadwaj went on to join the cast of MX Player's <u>Pawan & Pooja</u> as title character Pooja. <u>Mumbai Diaries 26/11</u>, a medical drama following hospital workers during the 2008 Mumbai attacks, is currently trending as one of the top web series in India and has an IMDb user rating of 8.8/10 as of October 6, 2021.

"Thank you so much to all the fans who made this award possible because you visited IMDb and IMDbPro to learn more about my work and the incredible projects I've been so fortunate to be a part of," said Bharadwaj. "Playing Dr. Diya Parekh in *Mumbai Diaries 26/11* has been the role of a lifetime. I've grown up in a medical environment—my mother is a doctor—[and] I feel blessed to have gotten this opportunity and responsibility to portray a doctor. I want to extend my thanks to all the healthcare heroes working so hard to take care of us all, especially during the pandemic."

"Entertainment fans and professionals around the world are turning to IMDb and IMDbPro to learn more about Natasha Bharadwaj following her breakout performance in this year's *Mumbai Diaries 26/11*," said Yaminie Patodia, head of IMDb India. "We congratulate Natasha as our newest recipient of an IMDb STARmeter Award and as one of the entertainment industry's most promising stars on the rise."

Bharadwaj also shared, "Some of the Indian actors, actresses, [and] filmmakers who have inspired me and my career include Priyanka Chopra Jonas, Amitabh Bachchan, Sanjay Leela Bhansali, Imtiaz Ali, Ranveer Singh, [and] Zoya Akhtar, to name a few. I often look them up on their IMDb pages to learn more about their upcoming projects."

IMDb users can add the TV series and films from Bharadwaj's IMDb filmography, as well as other titles, to their IMDb Watchlist at https://www.imdb.com/watchlist.

Previous IMDb STARmeter Award recipients include Priyanka Chopra Jonas, Peter Dinklage, Mindy Kaling, Regé-Jean Page, Alexander Skarsgård, Riz Ahmed, Eiza González, and Olivia Wilde. Learn more about IMDb STARmeter Awards at www.imdb.com/starmeterawards.

Additional insight into trending movies, TV shows, and celebrities, with rankings updated weekly, is available to IMDbPro members throughout the year on both the site (http://www.imdbpro.com) and apps for iPhone, iPad, and Android. IMDbPro, a membership-based service offering a special rate for new members in India, includes comprehensive information and tools designed to help entertainment industry professionals achieve success throughout all stages of their career. IMDbPro offers members the following: detailed contact and representation information; more than 25,000 in-development film and TV titles not available on IMDb; tools to manage and showcase their IMDb profile, including selecting their primary images and the credits they are best "known for;" IMDbPro Track, which allows members to receive personalized entertainment industry news and updates on the people and film and TV projects they want to follow; and a convenient tool that generates custom digital assets to promote their work on social media and other platforms. The IMDbPro Discover tool empowers members to search for entertainment industry professionals based on a variety of key data, experience, and expertise, including credit details, representation, and awards received. With more than 25 new search filters and more than 11 million professional name pages, IMDbPro Discover was created for

established industry decision-makers, including casting directors, producers, directors, showrunners, and department heads. IMDbPro Discover includes advanced features to customize, export, and share dynamic lists. To become a member today, visit www.imdbpro.com.

About IMDb

IMDb is the world's most popular and authoritative source for information on movies, TV shows, and celebrities. Products and services to help fans decide what to watch and where to watch it include: the IMDb website for <u>desktop</u> and <u>mobile devices</u>; <u>apps</u> for iOS and Android; and <u>X-Ray</u> on Prime Video. IMDb also offers a free streaming channel, <u>IMDb TV</u>, and produces <u>IMDb original video series</u> and <u>podcasts</u>. For entertainment industry professionals, IMDb provides <u>IMDbPro</u> and <u>Box Office Mojo</u>. IMDb licenses information from its vast and authoritative database to third-party businesses worldwide; learn more at <u>developer.imdb.com</u>. IMDb is an Amazon company. For more information, visit <u>imdb.com/press</u> and follow @IMDb.

Contact:

[INSERT WEBER DETAILS]

###