

## **Shabana Azmi awarded Teacher's Lifetime Achievement Award for this year**

**~ Aishwarya Rai Bachchan honoured with Teacher's People Magazine  
Achievement Award ~**

**Mumbai, 20th November, 2010:** The **10th Teacher's Achievement Awards (TAA)**, one of India's most prestigious awards that recognize and reward the true sense of individual excellence, concluded in the sparkling city of Mumbai with National Award Winner **Shabana Azmi** being honored with the Lifetime Achievement Award.

Azmi is not only respected for her insurmountable contribution towards the Indian film industry but also for her work in fighting against AIDS, child survival and injustice in real life. Azmi truly signifies the character of an achiever who has not only made significant personal achievements but made a mark by touching the lives of the general public at large. The award was presented by **Yash Chopra, Harish Moolchandani** and **Feroz Ahmed Khan**.

**Harish Moolchandani, Managing Director and CEO, Beam Global Spirits & Wine (India & Indian Sub-Continent)** paid tribute to Azmi while adding that she truly personified the essence of Teacher's Achievement Award. "It's an honor to recognize her work and we are proud to welcome her into the Teacher's family."

Beam Global Spirits & Wine, the 4th largest spirits company in the world, hosted the 10th edition of the TAA at a grand evening in Mumbai today, at the Taj Lands End. The awards underwent a stringent evaluation process by the members of the advisory board comprising of eminent personalities from the fields of business, entertainment, sports and communication before the final winners were announced today.

### **The winners of the 10th Teachers Achievement Awards:**

Shabana Azmi	Teacher's Lifetime Achievement Award
Aishwarya Rai Bachchan	Teacher's People Magazine Award
Boman Irani	Teacher's Achiever of the Decade (Entertainment)
Aditya Puri	Teacher's Achievement Award for Business

Ranbir Kapoor  
Shashi Tharoor  
Pankaj Advani

Teacher's Achievement Award for Entertainment  
Teacher's Achievement Award for Communication  
Teacher's Achievement Award for Sports

In the last ten years, TAA has recognized distinguished individuals like Ustab Amjad Ali Khan, BS Nagesh, Rahul Dravid, Karan Thapar, Anjan Chatterjee, Yash Chopra, Naina Lal Kidwai, Late Subir Raha, Harsh Mariwala, Chanda Kochhar, Vinita Bali, Shahid Kapur and Priyanka Chopra to name a few.

**Mr. Byron Hoover, Vice President, Global Whiskey, Beam Global Spirits & Wine, Inc,** said, "This is a very proud moment for all of us at Beam Global Spirits & Wine as we come together to celebrate 10 years of achievements and excellence. I would like to congratulate all the winners who have not only excelled in their own individual capacity but are in some way anchors for the future of this beautiful country by becoming an example of motivation to the youth of today. Teacher's Achievement Awards is a demonstration of the value that we add towards success and achievement. I would like to commend the India team of Beam Global for their continuous efforts to make the awards such a great success."

**Moolchandani** added, "I would like to congratulate all the winners and I hope the celebration of 'Spirit of Achievement' continue in the years to come by, promising an invincible spirit of triumph".

The evening was rolled out with a dazzling "Teacher's Achievers' Walk" by one of the most sought after fashion designers in the country, Vikram Phadnis, who crafted a special line for the past winners & jury members – Shankar-Ehsaan-Loy, Anupam Kher, Jagjit Singh, Sonu Nigam, Shiamak Davar, Pritish Nandy, Anjali Bhagwat, Nagesh Kukunoor, Feroz Abbas Khan and Mahesh Dattani. Bollywood diva Dia Mirza, the show stopper for Padnis' show charmed the audience with her serene beauty.

The glittering evening hosted by Jacqueline Fernandez and Rahul Khanna also saw a specially crafted acoustic performance by Shankar-Ehsaan-Loy. Shankar-Ehsaan-Loy are also winners of the Teacher's Achievement Awards and share a very special bond with Beam Global and Teacher's.

On his first visit to India, **Mr. Alistair Longwell, Distillery Manager, Ardmore Distillery, Scotland** said, "Today, Teacher's is an established brand and has been accepted and

appreciated by markets across. It has exceeded our own expectations, and created a niche for itself amongst a strong whisky consuming populace. For all those whisky enthusiasts who enjoy and cherish the finest things in life; Teacher's epitomises a premium Scotch whisky brand. I am happy to be present here and be part of one of the most prestigious and sought after events that Beam Global hosts globally. I congratulate all the winners and thank them for the continued support."

### **About Teacher's Achievement Awards**

Teacher's Achievement Awards celebrate 10 Years of Saluting Achievement in 2010. William Teacher, the father of the Teacher's brand had always strived to follow certain principles, which he held dear. "Belief in daring to be different. Refusing to tread the beaten path. Lead by example, thus, achieving heights in both spirit and action". This was the very belief, which led to the inception of the Teacher's Achievement Awards.

The Awards are a salutation to extraordinary people who have excelled in their chosen field. Instituted in 2001, the Awards recognize & reward individual excellence and exemplary achievement in the field of Sports, Entertainment, Communication, Business and Lifetime Achievement. The event partner is Wizcraft International Entertainment Pvt. Ltd.

A partnership with KPMG, the leading audit firm of international repute and Wizcraft International Entertainment, the leading event management agency along with an advisory board - comprising of prominent individuals in their respective fields, has been formed to integrate authenticity and credibility into the awarding process. They oversee a stringent selection process and grade the nominees before the jury takes over. The nominees for the Teacher's Achievement Awards are required to meet the specific criteria outlined by the panel: Proven track record, Originality, Innovation, Peer recognition and Significant milestones achieved in the chosen area of expertise. The designated winners chosen by the jury members are felicitated at the grand finale – the Teacher's Achievement Awards.

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