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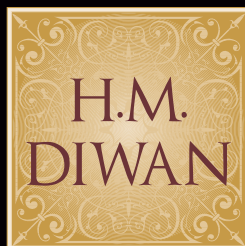
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CONTENTS

68

The New Goddesses

Seven of the hottest girls in India help us stand up for letting women be themselves and power up our 7th Anniversary.



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CONTENTS



FEATURES

44 EVOLUTION OF MANHOOD

How the hell have you turned out so “damaged?” For starters, blame your ancestors. Then, to solve all your problems, follow these simple life tweaks.

58 MAXIM'S 2013 RPM AWARDS

The best four-wheelers of 2013, right at the beginning of the year. These awesome vehicles will set your pulse racing. Warning: You may feel the need to buckle up. It's normal and an expected reaction.

98 THE POKER EXILES

The crackdown on online poker led to the crashing and burning of a million players and dozens of sites, but the main players are still at it. A behind-the-scenes story.

104 THE NEW BLOCKBUSTER

Come face to face with the ever-changing dialect of the Indian film industry. We catch up with some of moviedom's prime movers to decode the future of films.

REGULARS

16 REFRESH

Go to maximindia.in and get a look at our leading ladies' exclusive pictures. Plus, web-only features on sex, bikes, booze and all the things you love.

18 INCOMING

We try—sincerely and under the influence of alcohol—to keep up with your hate mail. The things we have to do.

20 ASK MAXIM

Every question you have is a challenge, but we leave no stone unturned to get the right answer. And by “stone” we mean sleep.

22 THE FUNNIES

Sapan Varma is set to make you laugh so hard you'll mess yourself up. And not in a nice way. Plus, jokes straight from hell.

152 EXIT

Didn't come up with a new year resolution to better yourself? Don't worry, we are here to help you get worse. Happy 2013!

CIRCUS MAXIMUS

24 IN SEVEN HEAVEN

Seven hotties give you tips that will help you live through 2013 like you deserve to.

28 HAIR & THERE

Give your stubble a makeover and become an instant celebrity. Easy as snip!

30 DRIFT LIKE A BEAST

Make the most of our RPM Awards ideas with expert tips on how to drift like a pro. Caution: Don't try this if you are a pansy.

32 GAMING

With a brilliant plot, superb graphics and killer action, the new Tomb Raider rocks.

34 HOMETOWN HOTTIES

Dangerous curves and a firm head. Yes, Elena Fernandes helps us kickstart 2013.

40 IN REEL

The lowdown on the only movies to catch as you recover from that nonstop hangover.

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CONTENTS



STUFF

50 WHEELS

The new Vespa 946 will make you the gent you aren't, while the Polaris Ranger XP 900 UTV will bring out the beast in you.

54 TECH ALERT

The most amazing gadgets and gear that will help you rock 2013... in a good way.

GURU

110 SUPERCHARGE YOUR BOOZE

We got mixologist **Shatbhi Basu** to lead us to the high-way. Mmm... hangover!

114 THAI HIGH

Chef **Phongthom Hinracha** teaches you how to reach Thai (food) heaven in five minutes.

122 REDEEM YOUR BODY

Use old issues of **MAXIM** to get fitter than ever.

124 SEX CHECKLIST

Push your girl's limits in bed and encourage her to try these naughty tricks.

STYLE

118 GROOMING MADE EASY

Scrub away the remains of 2012 with the most in-depth—and easiest—guide to men's grooming you've ever seen. Looking good just became a free-for-all.

126 LAYERED TO BRILLIANCE

Who says you need a brand new wardrobe to dress like a star? Layer your old clothes—and a couple of new threads—to beat the weather and rock the next 12 months.

136 GOT THE TIME?

Tick others off, and clock your rise, with the most stylish watches out there.

STASH

140 SHOCK

Humans are crazy. Why? Because, unlike wild beasts, we will eat anything.

141 THE FUZZ

We challenge your funny side, so we up the stakes with the **Beat This Caption** contest.

142 24 HOURS: NAWAZUDDIN SIDDIQUI

The intense performer shares his badass plans for his last day on Earth.

143 ESOTERICA

Your strangeness and our patience have a long history. Bring on the weirdness.

144 SEXY IN PUBLIC

She knows how to separate business from pleasure. And we'd love her to be our boss.

145 AUTOPORN

Meet the **Adastra**, a bespoke super yacht you will never own.

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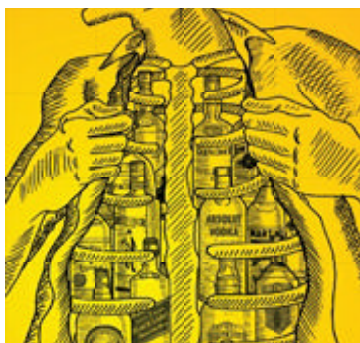
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NAVIGATOR

BY VIVEK PAREEK



The Big Seven (Or Let Women Rule The World)



In the 40 months that I have been at the helm of India's No. 1 men's magazine, I've never once been bored. I read every page of MAXIM every month for fun, as I'm sure you do too. Apart from the brilliant mix of content that makes MAXIM what it is, I'm struck with the realisation that this magazine has changed mindsets in a way that "boldness" is now commonplace. We've been at the forefront of all that is young, sexy but relevant, and generous in outlook.

When MAXIM was launched in 2006, the newsstand was a barren desert of similarity, but the famous "Hello Boys" main cover-line stopped you in your tracks. We have so many firsts to our name that it's difficult to fit them all in, but a standout moment would have to be women calling us their favourite magazine. The basis of MAXIM is a deep appreciation for women. We worship them. We'd like nothing more than to see them happy. With that thought, let me welcome you to our 7th Anniversary issue, a collector's edition if ever there was one. We've again pulled off a first, where we have seven of India's leading models together, and looking so amazing that Aphrodite would be jealous.

This is also the first issue of 2013, so you can bet it has all the dope you need to make this new year at least a few times better than last year. No anniversary is complete without a nod to the past, so thanks to my predecessors, Sunil and Anup, for their work. Enjoy the issue, and try to stay sober. (I won't.)



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A green ink signature of Vivek Pareek.

Vivek Pareek
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SOME REAL TOP 10



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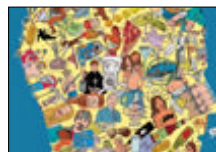
COVERGIRL GALLERY



PHOTOGRAPH PRASAD NAIK

Bipasha Basu is back with a sensuous and bold photoshoot. See more exclusive photos of her and other leading ladies. This month, Amy Jackson, Gauhar Khan and more.

BIG FEATURE



PARTY LIKE A BEAST

It's 2013, so start the year with a bang. The hottest party spots, how to shake that leg, what to wear... we've got everything covered. Also, hottie Sarah Jane Dias talks about how to party in style.

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{HARYANA} BHIWANI HISSAR KARNAL PANIPAT YAMUNANAGAR {JHARKHAND} BOKARO {KARNATAKA} BELGAUM DEVANGERE
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INCMING



THE DECENCY PRINCIPLE

I have been a devoted MAXIM reader since January 2006. The magazine has gone through a sea-change, and I like most of the changes. But where are you headed?

Chirag J., New Delhi

MAXIM is ahead of the curve in terms of gauging its readers' needs and there was a time for visual humour and raunchy stuff. However, like you, the magazine has evolved. Let us give you an example you won't even know about: In a trial print for internal purposes only before we even published (way back in 2005-6), for an article on Brinda Karat with a morphed photo, we clearly marked "100% Fake," and there was never an intent on the part of the magazine to portray Ms. Karat in an obscene manner, or to represent women in an indecent manner. However, we still offered an apology (and still do) if it hurt anyone—Ms. Karat included. Because the magazine stands for decency. That said, we won't stop pushing the boundaries of infotainment.

YOU HAVE E-MAIL. WE HAVE AN INBOX. WHAT THE SHIT ARE YOU WAITING FOR? SPAM MYMAXIM@MAXIM-INDIA.COM AND ABUSE US NOW! WHO KNOWS? YOUR NAME MAY FIND ITS WAY HERE, OR IT MAY HELP OUR TRASH BIN REACH ITS LIMIT. OF COURSE, ALL LETTERS WILL BE EDITED FOR LANGUAGE AND CONSISTENCY. DON'T HATE US.

KEEP IT STYLISH

Your November 2012 Style shoot was amazing. I am so glad it was about the clothes and not about the models. Mostly, magazines focus on models and clothes tend to get lost somewhere. The variety was extremely helpful, too.

Sandeep V., Mumbai

We're glad you liked the Style shoot because we were a little freaked out when the model threatened to kill us for not showing his face. You'll like the shoot in this issue too, where the clothes are the real hero. (Wait, so is a hot girl.)

FOOD PORN

Guys, I want to know how you can sleep at night after featuring all that yummy cheese-dripping and/or mayonnaise-filled food. Don't you think you are seducing us to unhealthiness and obesity?

Sanjay S., Chandigarh

This is the first time someone has bothered to point that out. You may be right and we're grateful, but since we don't have a conscience when it comes to food, beer and sex, we plan to do nothing about it. The point of our food pages is to encourage you to cook, one burnt morsel at a time. And most of our ideas are about food ready in 10 minutes or less. Cheese? We know you love it. And we don't pretend.



THE BONGSHELL!

It was good to see Bipasha Basu back in MAXIM after two years. She is one of my favourites and I liked the pictures... but not as much as the 2010 cover.

Indranil B., Kolkata

If you asked Bipasha—and we did—she would say that this shoot is a step above that one. She hasn't been seen like this in a long time and was more direct with her sensuality. So, really, look again!

THE HORROR OF IT!

I really hated the feature "Hidden Horrors" in your December '12 issue. It was a complete waste of effort and space. Who the hell watches such flicks, anyway?

Swami M., Chennai

Ask yourself this: Is it disgust at the feature or horror films in general? Pulp and horror is not everyone's cup of tea, so we get your anger. But you should know that these films have devoted fans all over. Explore a bit, won't you?

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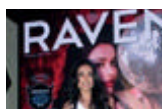
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Most of our Covergirls adore black lingerie, so get coloured delicacies for your girl. Then send us pictures of her in them.



DRINK MORE BEER

Beer is your friend, philosopher and guide, not necessarily in that order. Guzzle without guilt, and then send us a couple of cartons with love.



GET MAXIM-ISED

Get yourself invited to a MAXIM event (we know how to party). If you're gate-crashing, rest assured your girl will be let in. You? We don't think so.



LEARN TO COOK

Every girl loves a guy who can cook. Honest. So, make her a meal, put together some cocktails and... then call us. We'll take over from there.



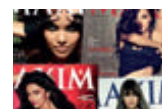
GO BOND-STYLE

Use James' cues to dress the part, no matter if you're trying to save your ass or powering up stakes in a casino. Ideas? Hit our Style pages.



FIX THOSE WHEELS

Learn to change tyres and fix minor defects. Why? She may know how to and so should you. Or, wait, just call us. We'll happily give her a ride back.



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AND SUFFER FROM
REALLY HIGH BLOOD
PRESSURE. WHAT CAN I
DO TO KEEP IT IN CHECK
APART FROM TAKING
THOSE DAMN PILLS?

Vikas K., Bhopal

Dude, that's serious stuff.
And, as you are aware, our
expertise lies in drinking
beer and eating unhealthy,
so we got general physician
Dr. Anjali Dagar to help you.
So take notes, bud.

Your first goal should be to
adopt a slightly healthier
lifestyle. Try a healthy eating
pattern with lots of fresh,
green vegetables and
reduce your salt intake.

Stay physically active to
achieve and maintain an
ideal body weight. Also
reduce your alcohol intake
and give up smoking, tough
but worth it.

See your GP to find your
ideal body weight, with a
target body mass index
(BMI) between 18.5–24.9.

Since the biggest factor is
genetics, the only long-term
solution is taking blood
pressure pills. You must also
measure your blood
pressure at least once every
day. Maintain a diary of it
and take it with you when
you visit your GP every time.
It will help him tailor the
medication according to
your needs.



WILL HUMAN BEINGS EVER BE ABLE TO LIVE ON MARS?

Ritesh B., Delhi

Any plan to settle on Mars runs into the same problem: How to build a shelter? (Do you know how to mix concrete on a planet with no water? You do? Well, stop reading right now. And if not, please continue.) For your sanity, we sought out Glen Cushing, a physicist with the US Geological Survey, who stumbled upon an answer when he found a vast cave system made from old volcanic lava tubes on the Red Planet. He observed that lava tubes are just big, long tunnels that would be easy to build lightweight habitats in. And they are big enough to provide protection to a whole community inside. In case you are planning to move to Mars, please sign a peace treaty with the inhabitants of that planet first before they strike us and actually cause Apocalypse.

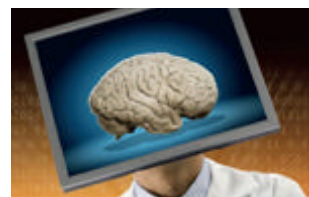
7

The median number of minutes sexual
intercourse lasts (or seconds, if you're talking
about MAXIM staffers).

ARE THERE ANY SUBSTANTIAL HEALTH BENEFITS TO BEING RICH?

Apoorva G., Pune

Besides owning a hospital and
having round-the-clock doctors
at your service? Some predict
that the rich are evolving into
their own subspecies.
Longevity treatments will only
be available privately; those
who can pay will receive the
benefits. Here's a taste of
what's on tap: Drugs custom-
made to your DNA, robotic
limbs and replacement organs.
These could add up to 40 years
to an average life span. But the
über-wealthy shouldn't get too
excited—they will still have to
poop through those bums.



DO A SMART BRAIN AND A DUMB ONE LOOK ALIKE?

Rohit G., Bengaluru

As of now there's no way to
differentiate between brain
pictures of Stephen Hawking
and us, but there will be.
According to researchers, the
amount of brain tissue
distinguishes the level of
intelligence. The information
flows around this tissue. These
two properties are measured in
two separate scans, and
researchers are working to
perfect and combine the two.
Once that's complete, experts
will be able to pick the brightest
brains just by looking at a
picture. Say "dumbass!"

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*Accessories shown in the picture is not a part of the standard equipment.



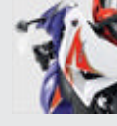
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JOKES

DIRTY DEMONS

A man complains to his doctor that he wets his bed every night. "Before it happens, do you have any dreams?" the doctor asks. "Yes, doctor," the man replies, "usually I have a dream in which a small demon comes and says, 'Let's pee.'" "Okay," the doctor continues, "next time you see the demon, say, 'No, we've already peed.'" The man comes again to the doctor the next day. "So, did you do as I said?" the doctor asks him. "Yes, I did," he replies. "Did it help?" "No, doctor!" he exclaims, "it only made matters worse." "How?" the doctor asks. "When I told the demon, 'We've already peed,' he nodded and said, 'Then let's shit a little.'"

ASSIGNED

A teacher gives his students an assignment. He stresses that no excuses will be accepted except illness or a death in the immediate family. A student pipes up, "What about extreme sexual exhaustion,

sir?" The class breaks into laughter. When they settle down, the teacher says, "Well, I guess you'll have to learn to write with your other hand."

SERVED RIGHT

A man goes into a restaurant and finds that all the waitresses are gorgeous. A particularly voluptuous one wearing a very short skirt, comes to his table and asks, "What would you like, sir?" He looks at the menu, scans her and then answers, "A quickie." The waitress turns and walks away in disgust. After she regains her composure, she returns and asks again, "What would you like, sir?" Again the man thoroughly checks her out and answers, "A quickie, please." This time she reaches over and slaps him across the face and storms away. The man sitting at the next table leans over and whispers, "Um, pal, I think it's pronounced 'quiche'."

FAMILY VALUES

A boy goes to a chemist and says, "Give me a condom. I'm going to my girlfriend's house for dinner." The chemist hands him one. The boy says, "Actually, man, give me two more. My girlfriend's sister is a bomb. And her mom is still kinda hot. I'm planning to get lucky." While having dinner at his girlfriend's place, her dad walks in. The boy lowers his head and starts praying. Ten minutes down, he's still praying with his head down. His surprised girlfriend finally says, "I never knew you are so religious." The boy almost yells at her, "I never knew your dad is a chemist!"



Make Us Laugh, Funnyman!

Rude dude **SAPAN VARMA** is here to throw some nice ones your way to kick-start your New Year.

✗ Inspired by "Rome was not built in a day," the authorities in Mumbai have created a new proverb—"Mumbai Metro was not built in a decade."

✗ Christmas is that time of the year when we remember this guy who always wears red. We're not sure if he really exists or not, though. I'm talking about a Manchester United fan.

✗ My handwriting is so bad that I'm planning to add the prefix "Dr." to my name.

✗ Ra.One made me realise that Indian superheroes can only be as successful as Chinese smartphones.

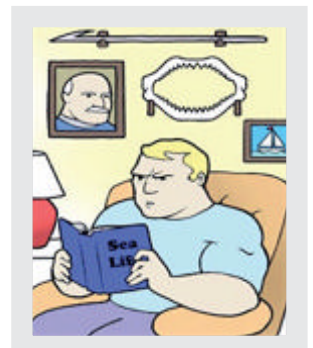
✗ The main difference between TV shows and real life is that in TV shows, people are generally better-looking.

"A new year and I'm stuck hanging here."



A HARD LIFE... REVENGE

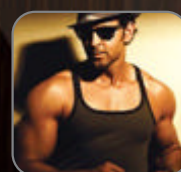
BY NICHOLAS GUREWITCH



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CIRCUS N

The Super Seven



These hotties help us celebrate our birthday, with seven solid tips to take you through 2013. Relax. We already thanked them for you.

Photograph CARLOS NUNEZ

Jaqueline
"A guy should be fit... not six-pack fit, but able to do some heavy work."

Bobbie
"A great smile and good manners are essential."

Persephanie
"A guy should let go and give in to guilty pleasures once in a while."

MAXIMUS



Ashley
"A man's character should sometimes have no filter."

Dessie
"Adventure and adrenaline are important to sustain a relationship."

Brittney
"Have a hobby and take some time out for yourself. No one likes a clingy partner."

Caitlin
"It's not essential, but a guy should know how to dance. That shows confidence."

SEVEN FOR 2013

These are the only ideas you need to start the year right.

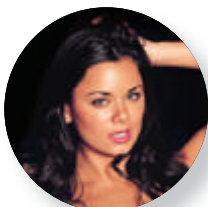


1 Body Overhaul

No time like January to start your training and all you need is 30 minutes a day. Just start slow and don't go near weights initially. Just do some cardio—treadmill, cycling, jumping through hoops—till you build up some stamina. Then move to 10 minutes of cardio, 10 minutes of weight training (three sets of 12 to 15 reps) and finish with 10 minutes of cardio. Remember the rule of thumb: Heavy weights for power, medium weights for muscle building and small weights for stamina. And stretch a bit before and after exercising. It keeps you supple.

2 Financial De-stress

Pay off all your credit cards. It's the best investment you will ever make, because that's the most interest you'll ever pay. Tighten everything else, just erase that minimum payment. Then, invest some time in yourself and try to upgrade your skills or add some extra ammunition to your resumé. Do that by becoming a problem-solver, not just a talented guy. This tells prospective employers that you are a "do-it-as-you-think-it" guy. Always wanted to hit on foreign girls? Learn a language. It sounds impressive as a skill, and no one needs to know all you can say is "*Baisez-vous*." Oh, learn some more words, too.



3 Emotional Reboot

The best thing you can do for your psyche is be optimistic. Yes, it does sound kind of corny, but it works. In fact, a 40-year study conducted by the Mayo Clinic—these dudes know their stuff—showed that pessimists had a 39 percent greater chance of kicking the bucket before their less depressed brethren. How? Soak up some sun, for one. It'll clear up your head, while giving you a nice burn. Then, get a hobby, because it'll keep you productively occupied. No, gawking at girls or molesting yourself constantly does not count. Then, drink stuff packed with Vitamin C. Finally, try to get yourself a nice long-term, committed relationship. It can maintain a man's mental health and leads



to less lower back pain and, believe it or not, fewer headaches than flings. Can't really get yourself to do that? Buy a dog. Research has shown that interacting with pets reduces the stress hormone cortisol, while heart attack patients with a pet survive longer than those without. Or just use an adorable puppy to get laid. It's your call, mate.

4 Technology Beat-Up

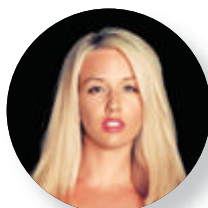
Technology can get you down, but that doesn't mean you have to be out. There are only two ideas you need. One, if you aren't using a gadget, get rid of it. Whether it is some website or the regular local yellow pages, boot your drawer-filling gadgets out. One piece of advice: Hold on to one old cellphone that works. You'll thank us when that spanking new iPhone 5 winds up in a toilet. Done that? It's time to back up your data. It may

seem like a lame, boring, and ungratifying exercise, but it's absolutely necessary if you don't want to spend a week crying over your life's lost work. Cloud it, hard-drive it or email it, just back important stuff up. You'll thank us when that presentation comes up and all the sales data is missing.



5 Sleep Surrender

If you're stressed, if you're tired, if you're constantly feeling hungry and if you just can't get any action, it means you may be sleep-deprived. In an informal survey, as many as 32 percent of working men in the age group of 30 and above said they didn't sleep very well. To fix that, eat cherries (dry or fresh) or almonds. Cherries contain melatonin and almonds contain magnesium and both regulate sleep and help muscle relaxation. Some carbohydrates during the day help too, as do bananas. If you're not much of a



foodie, try some chamomile or green tea. And, for God's sake, air out your bed once a day. It takes care of humidity and dust, which can hinder your sleep mode. Lastly, try a smaller meal—as in less fatty and spicy—and not too much alcohol or caffeine. We know you can't do without them, so we've made some changes.



6 Sexual Advances

Create a buzz in the bedroom with an electronic friend. It will take your sex life to a level you've only heard about, and a surefire way to know if she's ready for the extra artillery is to talk to her—if she's a vibrator virgin, try planting the sex-toy seed through flattery. It's hottest to hand over the reins to your woman while you watch. Or you and your trembly new friend can take on all the work and let your woman relax completely. A great move is rubbing the vibe



all over her still-wet body after a shower. Hit every square inch of her skin—neck, arms, stomach, legs—before heading for her vagina. An earth-shaking orgasm is likely to follow.

7 Flow, Going-With-The

Let's face it—it's a new year so it's bound to be a little bit different from last year. Forget all the pain and fear of 2012 and go boldly into 2013. Kick up your feet, crack open some beer and watch some senseless TV. Done that? Do it again, without feeling guilty about "wasting time." And, of course, read MAXIM for more dope to help you deal with all the aggressive little bitches that affect your life. It's 2013, gents, and since the world didn't crash and burn last month, there's no way to go but up. Cheers!

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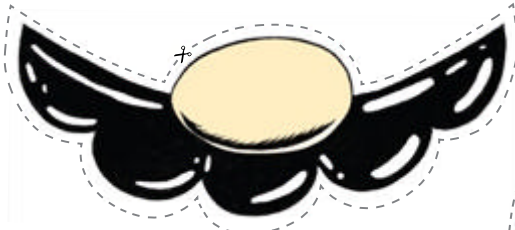


www.mypulsar.com

HAIRY UPPER LIP

Stick one of these stencils on your stubble, shave around it, and bingo: You're a celebrity!

Looked into the mirror recently? What's up with that? We'll be blunt: That's your face and, if we know you, it needs help. To get you started, we've deconstructed the most recognisable looks out there. Caution: Results may vary, based on drunk shaving skills, or porn-tired eyesight.



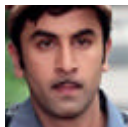
IF YOU want to start the party
TRY The Super Mario

WHY? The best thing to wear while fixing pipes, saving a princess or dodging "Help us!" demands.



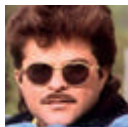
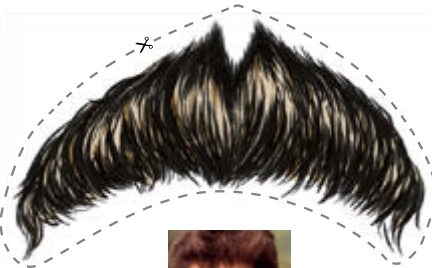
IF YOU want to scare someone shitless
TRY The Sanjay Dutt

WHY? Give yourself a ride on the most intimidating handlebars in India.



IF YOU want to get away with anything
TRY The Barfi

WHY? Why the hell not? You don't need to say a word, you can pull anything you want.



IF YOU want to start the party
TRY The Anil Kapoor

WHY? It's a quintessential look that you can carry for a decade without it getting old. Seriously!



IF YOU want to start the party
TRY The Evil Spock

WHY? So you can quote the villainous Vulcan: "Without followers, evil cannot spread." True story, evil godman-in-the-making.

CARING FOR LIP HAIR

It's December, so rejig your look without spending a penny. But, like everything on earth, nothing is maintenance-free. (That BJ? It'll cost you your sanity!) Stick to your lip.

1. Let the hair on your face grow like crazy for a few days, ignoring the itch. Once you've gotten enough growth, carefully start shaping it with a pair of good clippers.
PHILIPS Multigroom shaver
₹2,995



2. Shampoo the 'stache regularly, because stuff gets in it. To keep it neat, trim it when damp and shave around it with a sharp blade.
DERMALOGICA Soothing shave cream
₹900



3. Gray hairs in the moustache are common even in young dudes, so don't be afraid to dye it. Just be sure to go for a shade lighter than you think.
JUST FOR MEN Moustache & Beard
₹600



4. Unless you want your upper lip to look like some drunk faggot's mug shot, comb it on the regular.
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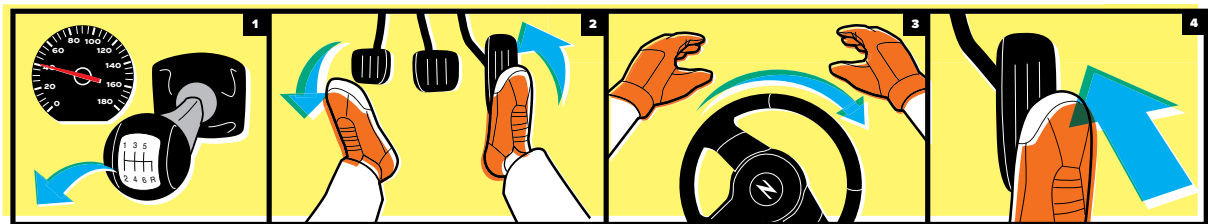
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DRIFT LIKE A BEAST

Going fast sideways is as easy as falling (it's a bit tougher). We get the experts to teach you.

Chris Forsberg is a tyre-shredding giant and one of the top drifting pros in the world.



Make sure you're in a rear-wheel-drive car—true drifting is rear-wheel-drive only—with a regular gearshift and a good set of tyres so you can feel the car's reactions. Then, get off the street and onto a practice racetrack. "Be aware that in pro drifting, we get about two laps out of our tyres. We're spinning these tyres at 160 kmph as we speed through the corner, and when we take those tyres off, they're completely bald, all the way down to the tread!" says Forsberg. Don't be scared.

1 If you're heading toward a 90-degree corner going left, you want to be in second gear, going about 65 kmph (at the pro level, they're closer to 160 kmph), with your right foot on the throttle and your left foot on the clutch.

2 As you approach the apex of the corner, in one motion apply the throttle all the way down, turn the steering wheel to the left, and kick the clutch—you push it down and immediately release it, which shocks the drivetrain.

3 The car will now be spinning its rear tyres. Release the steering wheel, allowing it to spin itself to the right while your car rotates through a 45-degree angle. When you feel the car beginning to lose traction, grab the wheel again and throttle through the corner.

4 The key to drifting is that you're steering with the throttle: When you approach the exit of the corner, apply the throttle and release the steering wheel, which will cause the car to straighten out. Then head straight to the pit for new tyres! Tired? Get a new pair.

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TOUGHER THAN EVER

The new **Tomb Raider** is better, bigger and has a deadlier Lara Croft.

This franchise has, without a doubt, the most well-known lead ever. Lara Croft is already an icon in gaming annals but, believe it or not, it is about to get more real, more brutal and, for the first time, vulnerable and scary for Lara. Sure, the title retains all the gameplay (combat, exploration and strategy), but it is raw to the point where emotion becomes as important as survival tactics. The difference in approach that was sparked by *Tomb Raider: Underworld* and *Lara Croft And The Guardian of Light* a couple of years ago finally comes to light, as this is a Lara you have never seen before. The brilliance of the character's development is enhanced by Crystal Engine's game

physics, which are tight and fluid, and combine action and environment in a way this franchise has never seen. From stealthy life-saving action to heading into the unknown, this is a game worth the wait.

"Now, where the hell is that bull's-eye?"

THE 2006 GAMING FILES

It was a good year for consoles and geeks, but it could only get better from thereon.



SONIC THE HEDGEHOG

The speed fiend made it to consoles, but gameplay left us panting. Then, awesome.



GEARS OF WAR

The iconic third-person shooter let the Delta Squad take it to the Locust Horde.



FINAL FANTASY XII

The last offline title in the series was fast, brilliant and a visual delight.



BATTLEFIELD 2: MODERN COMBAT

The first-person shooter took us into the heart of war.



RESISTANCE: FALL OF MAN

The horror FPS ruffled feathers, gave us Sgt. Hale and pulsating gameplay.

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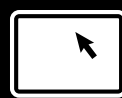
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Elena Fernandes puts her best foot (and her long legs) forward to give 2013 a bright new start. Stare much?

Born in London to a Peruvian mother and a Goan father, this hottie has returned to her homeland to give us this lovely view. We like! A total pet-lover, she loves to watch DVDs at home. So, now may be the right time to stock up on all the horror flicks! She's also a workout freak and says working out is what makes her feel sexy. Okay, we can do one push-up. If that's too intense a workout for you, start taking Konkani lessons, 'cos the Kingfisher Calendar hottie wants to learn the language to converse with her Goan friends.

BELLE OF THE SUN

THINK YOU HAVE WHAT IT TAKES TO MAKE IT TO THIS PAGE? Send a full-length pic and contact details to mymaxim@maxim-india.com or log on to facebook.com/maximonlineindia FAME AWAITS!

HP recommends Windows.



Touch has come to the PC. Extend your reach.



HP ENVY x2



HP ENVY 23 TouchSmart All-in-One



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The family of touch-enabled PCs from HP. Made for Windows 8.

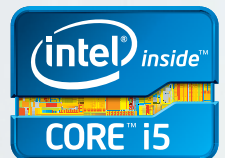
Touch is the most intuitive way to work. Which is why HP has created a family of touch-enabled PCs that let you get closer to the things that matter to you: the revolutionary HP ENVY x2 that's all notebook and all tablet, all in one, the ultra-thin HP ENVY 4 Ultrabook™ with Beats Audio™ and the sleek HP ENVY 23 TouchSmart powered by Intel® Core™ i5 processor. Extending your reach – it matters.



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(prefix the city code)



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SPLIT ACTION



100% Notebook

Introducing the **HP ENVY x2** – the thin, light notebook with Windows 8 and long lasting battery of up to 14 hours*.

*Conditions apply.



100% Tablet

For days when you want to keep things light, your **HP Envy x2** will come handy. A notebook that transforms into a versatile tablet thanks to its unique magnetic dock.



100% Both

Swiping through the home screen as a tablet or creating your presentations and keying in your assignments, the **HP Envy x2** is extremely responsive.



100% HP

Made for Windows 8 with touch, **HP Envy x2** packs dual fun with its dual camera so you can get closer to things that matter to you. Its powerful Beats Audio™, unique to HP, provides Studio-quality sound.

CAUGHT IN THE REEL

THESE FLICKS WILL HELP YOU SURVIVE THE WITHDRAWAL SYMPTOMS OF ALL THAT PARTYING.

PROMISED LAND

Poking the dead nature-lover in you, Matt Damon is back with this drama. And it comes right after his last release *We Bought A Zoo*, which was also laden with love for Mom Nature. A corporate guy is out in the fields (literally), trying to buy land for his billion-dollar company. And he's pitted against his ex-girlfriend and another dude who are trying to save their town's land. **WHY WATCH:** It's a Matt Damon flick, and we expect high-quality cinema. It's also got John Krasinski, Frances McDormand, and more. It's probably the best way to impress that Greenpeace chick!



RACE 2

The bad boys with badder cars vroom through the yards again! Following the legacy of 2008's *Race*, the sequel is double on thrill, action, fun, and hotness! 'Cos super-smokin' Deepika and Jacqueline join the pack this time. Saif Ali Khan and Anil Kapoor reprise their roles from the first flick. And they are pitted against a new baddie—John Abraham. While the men lock horns over gigantic sums of money, the girls fire up the screen. Sweet! **WHY WATCH:** Deepika and Jacqueline, obviously. Plus it's an Abbas-Mustan thriller. We're pretty familiar with the kinda stuff they churn out. Fancy cars, thrills, some cool fight sequences and decent music by Pritam, the movie has it. Hell, it's got both swanky cars and girls' skirts blowing up. That's reason enough!

FUN IN FARMVILLE

ROWDY MEN, GLORIOUS PROFANITY AND ONE HOTTIE.

MATRU KI BIJLEE KA MANDOLA

Seems like an odd movie with an odd title. But then again, folks, it's a Vishal Bhardwaj flick, and we expect nothing but unusual from him. Taking us to the roots of the rugged Jat culture, this one's a comic drama, a first of its kind from Bhardwaj. Mandola (Pankaj Kapoor) and daughter Bijlee's (Anushka Sharma) Man Friday is back from the city to serve them. Confusion, conflict and twists ensue. **WHY WATCH:** Vishal Bhardwaj is known to make off-beat but dark flicks—*Omkara*, *Ishqiya*, *Kaminey*, *Saat Khoon Maaf*. This is a first from him—a light, fun film. Imran Khan and Anushka pair up on screen for the first time, which'll be interesting to watch. It has impressive character actors too—Pankaj Kapoor, Shabana Azmi, Arya Babbar and more. And, of course, there's the mystery of the pink buffalo. If nothing else, you can stare at Anushka's naughty tattoos in the movie!

GUTSY G(L)ORY

A TRUE BANG FOR YOUR BUCK, SERVED HERE.

GANGSTER SQUAD

This one's like *God* answering everything that we prayed for while watching a chick flick (to which our girl dragged us). 'Cos this is the ultimate guy movie. Give a thunderous start to 2013, for this packs a heavy dose of testosterone. *Gangster Squad* blends classic old world dialogue and gruesome action with stupendous ease. It's the year 1949 and Los Angeles is plagued by the mafia. That's when a bunch of LAPD detectives decides to form a pack and get rid of the criminals in their city. Only, they drop their badges, forget the law, and screw all rules while doing so. Yeah, it's so cool to beat evil at its own game!

WHY WATCH: It's a period crime film. And the whole 1950s American nuances look so damn classy. The movie boasts of some sterling performers—Josh Brolin, Ryan Gosling and two-time Oscar winner Sean Penn. It's also got Emma Stone going totally drop dead gorgeous on us!



BROKEN CITY

Now here's a film which will make you scratch your head and use your brain. A New York City mayor is busy campaigning and needs help to keep an eye on his cheating wife. He hires a former cop to catch her red-handed. While doing so, the cop discovers a greater scandal and finds himself caught in the middle of it.

WHY WATCH: It's a political crime thriller and a pretty good one at that. And once in a while, we like to watch intelligent flicks! It's also got an amazing cast—Oscar winners Russell Crowe, Catherine Zeta-Jones, Mark Wahlberg, and more.

INKAAR

Sudhir Mishra is back with his muse, Chitrangda Singh, yet again with a dark subject. And trust us when we say it's gonna entice the perv within you! 'Cos the movie deals with sexual harassment at the workplace (yeah, pretty much like you and your junior). In the big, bad corporate world, two colleagues—Arjun Rampal and Chitrangda—get naughty with each other to reap some professional benefits. Man, if only we were Chitrangda's boss (better still, she was ours)!

WHY WATCH: It's a Sudhir Mishra movie, and his last with Chitrangda, *Hazaaron Khwaishein Aisi*, was good intellectual stuff. So, if this kinda cinema is your deal, you'll like this one too. Our smokin' Covergirl, Chitrangda, and Rampal seem to have good chemistry.

2006 REDUX

LET'S REWIND AND CHECK OUT SEVEN MOVIES FROM 2006 WHICH ARE STILL WORTH EVERY PENNY.



OMKARA

Vishal Bhardwaj's version of Shakespeare's *Othello*, and breakout performances from Ajay Devgn, Kareena Kapoor and Saif Ali Khan made this film rivetting. Saif was simply brilliant.



PYAAR KE SIDE EFFECTS

The pair of Rahul Bose and Mallika Sherawat rocked and how! Depicting realistic nuances of an average relationship, the movie felt like a cry for help from every victimised guy out there! Sorry, girls, but sometimes you are just mean!



DHOOM 2

The sequel to *Dhoom* was way bigger and better in every sense. And as if swankier bikes and crazy ass stunts were not enough, the amazing chemistry between Hrithik Roshan and Aishwarya Rai rocked the screen. Hold on! How could we forget smokin' Bips?



LAGE RAOH MUNNA BHAI

The second part from the *Munna bhai* series was hilarious. The gags between Circuit and Munna were superb. And there was Boman Irani too, adding to the madness. A fun film.



RANG DE BASANTI

This was the kind of movie that comes only once in a century, breaks norms and becomes a youth anthem. The patriotic theme, blended with the carefree attitude of the dudes, is still a hit across all age groups.



DON

The remake of Amitabh Bachchan's classic flick, this one starred Shah Rukh Khan and Priyanka Chopra together for the first time. The item number with Kareena Kapoor was a revisit of bombshell Helen. Fun, but the original was better.



KHOSLA KA GHOSLA

Dibakar Banerjee's experimental flick was loved by the masses, making it a huge success. Though it had a small cast, Navin Nischol, Ranvir Shorey, Vinay Pathak, Boman Irani and Anupam Kher took it to another level. Amazing movie.

7 WOW! DRIVING DESTINATIONS AROUND THE GLOBE

HIT THE ROAD NOW



THESE SCENIC DRIVES ARE AS SURREAL AS THEY ARE FUN. YOU CAN ENJOY NATURE AND ADVENTURE
ON THE SAME PLATFORM WHILE HANDLING THE STEERING ON THESE INTERNATIONAL ROADS.

NATIONAL HIGHWAY 315, China

Also known as the Silk Road, Highway 315 in China makes for an amazing drive. To traverse the 1,700-mile stretch takes a certain amount of guts, but it's totally worth it. The highway is surrounded by greenery on both sides and you feel like you're right in Mother Nature's lap while driving down this road. Make sure you roll your windows down and enjoy the wind while zooming in your car.

ALSACE WINE ROUTE, France

The region of Alsace is as distinct as the people residing there. The Alsations consider themselves Alsations first and foremost. They make some of the best wines and beers in Europe and know how to provide a killer road trip for visitors. Of course, the geography and climate of the region help. Hills that roll with incessant beauty, green pastures, long, hot summers and mild autumns make the Wine Route of Alsace the most idyllic drive in France.

FURKA PASS, Switzerland

Any drive that affords stellar vistas of the Alps must be among the best in the world! And so is this one. This is precisely why the Furka Pass is legendary among drivers and motorcyclists. Experience behind the wheel and a fearless disposition will keep you in good stead on the Furka Pass. Hard as it is to keep your eyes on the road, try to stop and visit the Alpine glacier ice caves on the way down.

THE CABOT TRAIL, Canada

The Cabot Trail is a gem of a drive. With Canada's climate, the Trail offers many looks from one season to the next as the landscape transforms from winter to summer. The views are sensational, no matter when you visit. Cape Breton Highlands National Park is on the Trail route, as are rocky coastlines, quaint villages, and lakes.

MILFORD ROAD, New Zealand

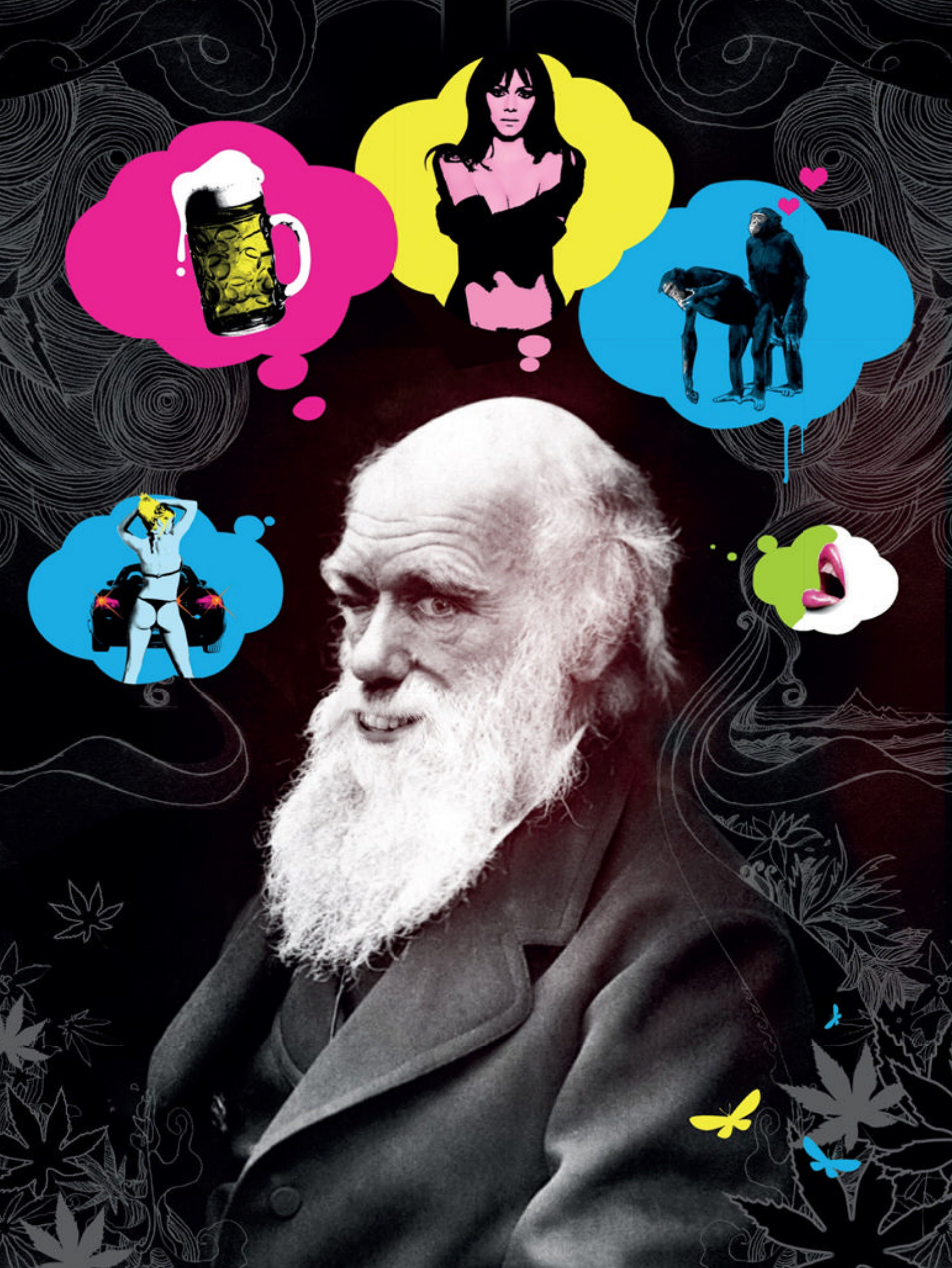
The South Island of the country is home to one of the most popular destinations, Milford Sound. Milford Road is a wonderful expanse that offers a unique blend of the immense variety of New Zealand's geography. From crystalline lakes and mountain facades to lush rainforest and postcard waterfalls, this drive has it all. So if you enjoy a good drive, with a scenic backdrop greeting you all the while, this is the perfect drive for you.

THE GREAT OCEAN ROAD, Australia

One of the legendary coastline drives of the world, the Great Ocean Road in Australia is a 170-mile stretch that hugs the watery curves of Victoria and offers gorgeous views of natural limestone and sandstone rock formations. Stops in the villages of Queenscliff, Port Campbell, Port Fairy and Portland will make the journey that much more congenial. Sharp curves make the two-lane drive a total thrill. So if you're heading for a drive with your male buddies, this is the right stretch of road for you.

THE PACIFIC COAST HIGHWAY - HIGHWAY 1, CALIFORNIA

While not the most efficient way to drive between San Francisco and Los Angeles, the Pacific Coast Highway is by far the most scenic one in America. But you must have at least two days' time to make the drive and reserve time for photo ops and unique excursions. These include Hearst Castle and the towns of Cambria and Santa Barbara.





MAXIM

THE EVOLUTION OF MANHOOD

And What Would Darwin Do?

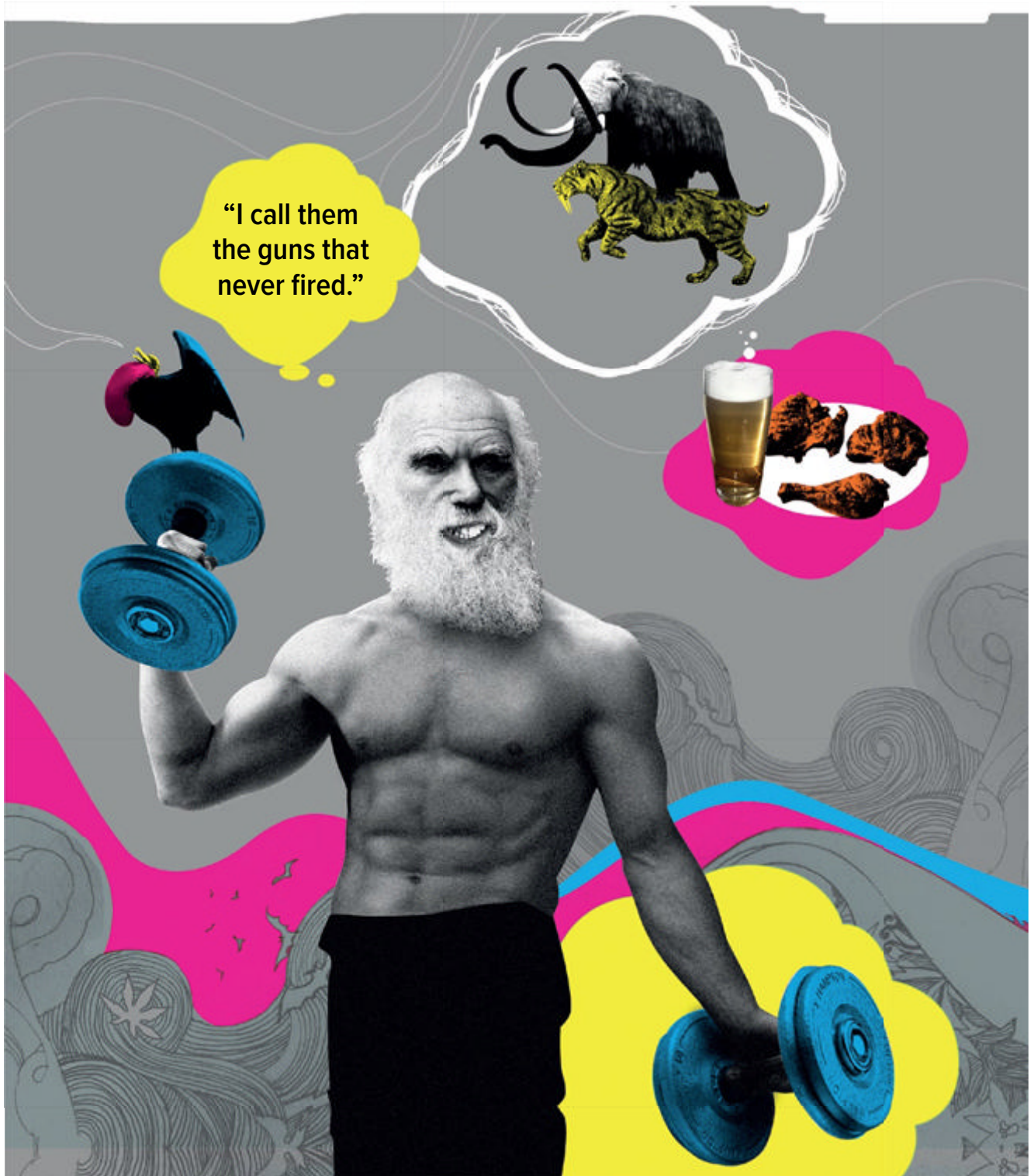


Every few million years, Earth's species evolve to survive in the changed environment. For men, unfortunately, the landscape is inexplicably determined by the female mood and the possibility of scoring some tail. Just like our horny ancestors, we need new strategies to survive in a jungle of rampant sexuality, galloping technology and unnecessarily complicated lives.

Welcome to the 2013 Masterplan for the New Real Man.

Text **VIVEK PAREEK** Illustrations **ASHISH ASTHANA**

This has been a long time coming. People will give you all sorts of advice (“No, that wart on your nuts won’t get any bigger!” or “You should learn to read and write!”) but they’ll stop short of giving you the dope that’ll really give you that superman edge. Or, worse, they’ll stop



short of pointing out the real reason you need help in the first place. So, consequently, there are a million times you've been screwed over, but each time you're left blaming fate, or your conservative upbringing, or the lack of one testicle. But did you ever think it could have something to do with your DNA, the way you're inherently engineered? That the "damaged goods" you are is the result of your furry, branch-grabbing ancestor and his penchant for smelling his arse on his fingers?

Most of our reflexes, say scientists who last got laid in 1884, stem from traits that have been handed down by our ancestors who, as you can imagine, were so busy saving their butts from Sabretooths that they did what instantly came to them. Not until Charlie (as we MAXIM guys affectionately call Mr. Charles Robert Darwin) became famous for his monkey-to-man theory did we realise that we're not some divine creation, but descendants of creatures who ate nuts and pissed into the wind.

While this has the potential to bring with it a whole host of problems—such as coming to terms with the fact that you're the result of straight-out monkey sex—it also holds the key to simple solutions for the "incredibly complicated" stuff that ruins your life. So if the economy's got you down, or your girl's kicking your butt, or you can't get enough alcohol, relax. Your life's only about to get worse. After all, MAXIM is your new advisor.

Just like any legitimate science experiment, let's begin by examining every man's life, oversimplified because that's how we'd optimally like it to be. Be born, go to school, get drunk, get married (or die trying), grow old, die. All of this is punctuated with get laid, get laid, get laid and get laid. Which brings us to every man's No.1 pitfall...

Thinking With Your Crotch

No, there's nothing wrong with it. Yes, all of us have done it at one point or another. And, yes, we're probably going to do it again sooner than we think. But it leads you into all sorts of trouble. While we're not advising you shouldn't think with your crotch, heed this simple advice—if there's too much talk, there's bound to be too much answering back. Most relationships effectively fall into two patterns: First, she talks and you listen. Second: She talks and you listen. So, the minute you upset this genetically-embedded rule, you're asking

for trouble. Delicate solution: Do as our ancestors did. Duck out of the storm till it blows over. That is, don't speak. Just listen. It applies as much for relationships as for flirting. Let her speak. Then, take your damn hands out of your pocket and ask her if she wants a drink. Or if you should turn your right cheek. Either way, she'll be too spent from venting to care and just go with whatever you say. (Don't say, "Let's discuss it some more!") On to pitfall No. 2.

Equating Everything With Effort

Darwin may have been a naturalist by profession, but his 1859 book *On the Origin of Species* is nothing short of a tome for men to understand how to conduct themselves in the 21st century. The man's voyage aboard the *HMS Beagle* gave him ideas, and his subsequent work on human evolution and sexual selection in *The Descent of Man* is full of behavioural stuff that has presum-

severe crises, you need to break out the big gun: Dismissal. This is a dogged evolutionary trait—common to many scientists and geniuses—that works well when mere denial will not help you pull through. Like, in the face of a charging rhino, just light your cigarette and pretend that dull thud is actually the sound of you ashing on the ground. Or when your boss tells you that you're fired, look straight at him and don't blink. Your silence will be construed for anger, and he'll at least give you a meagre severance package. If your trouble is your girl's ADD, breathe. She won't remember half the crap you sprout. Which then brings us to pitfall No. 3, or...

Making Excuses When You Don't Really Need To

Darwin spoke about "denudation" or the wearing away of the surface of land by water. While this seems unconnected to us—the urban alpha male—to-day, it has probably left a deep genetic imprint on our psyche. Being blamed for something is bad enough, but it really stings when you don't really deserve it. Granted, we let our sensitivity—or what we at MAXIM call "give a shit" quotient—erode over time, but we still feel this inexplicable compulsion to make excuses or present an argument... even when we have nothing to do

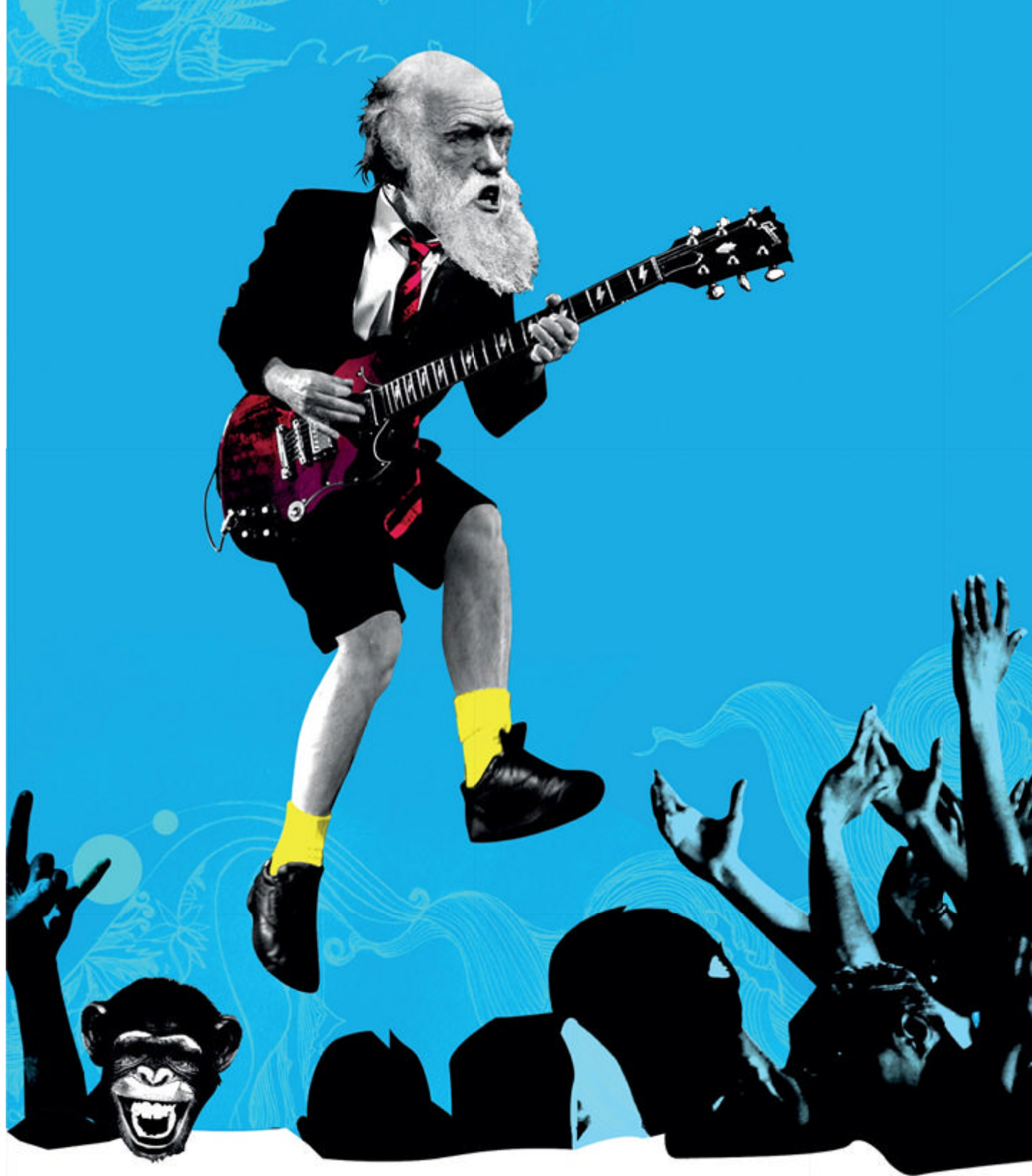
with either the problem or the solution. The result is all too familiar: Headache, heartache, haemorrhoids, not necessarily in that order.

But there is a way out. It's called sequencing or the fine art of passing the buck to all those within the vicinity of blame. People crudely call it "blame game" or "disownment" but that's just a negative take on a noble art. Every man is likely to screw up, but he should plan ahead so he can sequence the string of (ill-)events and pawn off the blame. Like, on to a disobedient pet, an unfeeling partner, a stupid supervisor or

Your DNA is to blame for your bouts of public fright and for the knots in your pubic hair.



ably led to your current state of affairs. He was also unintentionally funny (using terms such as "homology," for instance... no, not the study of gays, but body parts in animals that have an evolutionary link). So, if you're stressed out, you need to power up an in-built genetic mechanism: Denial. Yes, just straight out refuse to believe, ignore the strange rumblings of conscience or society (and by that, we mean your mother) and shrug your shoulders when you think it's getting too much to handle. This should take you through most of life's little aggravations. But when it comes to



the classic ill guardian or parent. Once you have the order in which each can be held “responsible,” you’re home free. Unless home is the place you’re trying to run away from. In that case, refrain from...

Trusting Technology

Technology is our best friend but it is also an unforgiving bitch. The thing we need to understand is that all the guys making all

those apps and devices out there are basically trying to make you more accountable and tightening the noose of omnipresence around your neck. Sure, social networking is fun, but admit it: How hard have you had to work to dodge a dodgy commitment of late? We can tell you it’s as tough as swallowing the neighbourhood auntie’s puke-worthy *halwa* while pretending not to throw up in front of her hot daughter. Basi-

cally, it’s really tough. Plus, because we’re so damn “connected” all the time, even taking a dump has become a social gathering of like-minded turds. Escape is never close at hand, which is why everyone, from the plumber and partner to the priest and proctologist, is always with you. The solution should be simple: Just turn off every device, use a pencil and pad and, well, read *MAXIM*. While the last bit is easy to accom-



The best way out of a stressful situation? Do as our ancestors did—duck out of the storm. But not before saving some nuts (as in food!) for a rainy day.



you don't really care, and they never need to feel that "involved" again. What you've effectively done is forced them to plug you out, without ditching that spanking smartphone you've spent a fortune on. Then again, this is technology we're talking about, so it'll find a way to chain you in within a few days. The solution? Resist the urge to upgrade everything at once. Start with the basics, such as a complete body checkup. There's obviously something wrong with each one of us, and there's no time like the present to sort it out.

Done that? Get a drink, learn to cook (from a cookbook) and read some literotica. You'll be amazed at how much these things help you get over your constant pings and pangs. Whether or not you begin to rely on yourself more, you'll have evolved. Oh, and learn to count. It helps. But stop...

Overanalysing The Future

Let us assume for one second that Darwin was wrong, and that human beings are indeed the result of some cosmic introspection. That would mean all human problems fit within the larger scheme of things. We could be wrong, but getting screwed over seems an awful lot like fate too. Thanks to Darwin (bless his mammoth sideburns) and his evolution hypothesis, we don't have to live with the burden that God wants us to be unhappy. It makes sense, then, to stop worrying so much about what tomorrow holds, and enjoy the measly earning and goods we currently have. Easier said than done, right? True, but this is again where a term Darwin used—called "retrogression"—comes in handy. It basically means backward development, as in you become a little bit more imperfect as you age. That's all the proof we need to understand that going bonkers as we cross 30 is pretty much a force of nature, in turn justifying all the booze, bad behaviour and insecurities about receding hairlines and ballooning guts. It's a bit embarrassing to admit to yourself how age is actually beginning to freak you out, of course, so the best

way to fight the age-and-fate combine is to rely on another powerful tool: Procrastination. While it is an inherent quality in most mammals (why else do you think bears hibernate and dogs run after their own tails), nature has allowed human males to perfect it. Push everything as far back as you can, so that age becomes relative. Like, you could push back learning to speak. Imagine if you'd only learnt to speak when you were 30... how many battles could you have avoided? Another thing you can afford to push back is taking on more responsibility at work, without risking loss of income or getting fired. How? Appear to be busy all the time. Send a bunch of emails first thing in the morning, send follow-ups, give tons of papers to be copied, and generally just keep enquiring about your peers' and subordinates' work progress. They'll be tricked into working harder, hopefully for you. It doesn't mean that you can get away without doing any work, but then practice makes perfect. Keep trying, even as you try to manage without...

Seeking Too Much Information

Darwin examined many species before he came up with the evolution idea, and his hypotheses are being proven at the genetic level today. While we have evolved from apes, there are signs that you're evolving right now. It is a boon but also a major pitfall, one that any sensible male should avoid. The best way is to stop seeking information of any kind. The less you seek, the less you know. The less you know, the less you are expected to share. The less you share, the more time you have to lie back, scratch and flip channels (because, damn it, you just can't find interesting TV). In the end, of course, all of these life-saving mechanisms are built into your genetic code and you just need to harness them. And what would Darwin do? If he wasn't collecting specimens on the Galapagos, he'd be sitting by the beach, having a beer. Now, there's absolutely no excuse for you not to do the same. 

plish (genius, you're doing it now!) the others are becoming nearly impossible to do. Wait, we said becoming impossible. There's still a way: Get over-connected. As in, keep everyone updated about everything all the time. They'll tire of it—and you—in less than a week, strike you off their feeds and take you off their lists. They'll still feel bad about it, so they'll be nicer to you. There, problem solved! They never need to know

FILL YOUR INNER EMPTINESS WITH MATERIAL GOODS

STUFF

GO RETRO!

Sixty-six years on and the love affair continues. The new Vespa 946 is stylish but so smooth.





SPEC CHECK

Engine 125-cc 3V

Power 8.5 kW

Torque 10.7 Nm @ 6,500 rpm

You can't help falling in love with the new Vespa 946. It beautifully blends a sleek futuristic design with the trademark retro look. Using a monocoque structure, the 946 is embellished with elements of aluminium alloy for the first time and uses a dual disc brake at the front and rear to boost rider control. It also boasts of features like traction control and anti-lock brakes (ABS). The single-cylinder 125-cc four-stroke, three-valve, air-cooled engine with electronic injection allows greater performance while reducing emissions. In terms of performance, it produces a

maximum shaft power of 8.5 kW at 8,250 rpm and maximum torque of 10.7 Nm at 6,500 rpm. The 946 also supports a single handlebar-mounted headlight, which has the digital instruments cluster, and includes an LCD dashboard. The smart chrome trim, edgy vents on its front apron and the long unwinding seat give it an aerodynamic flair, adding to its appeal. And, if you think this iconic marque is too tame for you, look in the mirror. You need polish. And be sure to be showered with extra love from your girl!

STUFF ROCK!

ENTER THE BRUTE

The **2013 POLARIS RANGER XP 900** is perfect for the outdoors... we can hear the trails trembling!



Have you been dreaming about a utility task vehicle (UTV) that's as badass as it can get? A machine that lets you play harder than ever, no matter what the terrain? If you're nodding in affirmation, then get your hands on the all-new Polaris Ranger XP 900. Not only is it more sporty than any previous Ranger, it has more power, boosted ergonomic comfort and enhanced

efficiency. Equipped with a four-stroke Twin ProStar 900-cc engine, the UTV delivers a thundering 60 horses. The brains at Polaris wanted to provide a more comfortable ride, so the engine has been moved under the tilting cargo bed for a quieter trail experience. The new chassis is stronger and provides greater rigidity, while the 12-inch ground clearance helps it rumble

through deep ridges. A new electronic power steering (EPS) has vastly reduced the strain on your arms. The XP 900 also comes with a "speed key" so you can't go crazy with it—the key lets you limit the top speed to 40 kmph. Other tweaks include the option for sand tyres and a cradle to lug stuff around. Feel the thrill yet? Gear up to play hard. Fun guaranteed.

SPEC CHECK

Engine
4-Stroke DOHC Twin Cylinder

Displacement
875 cc

Power
60 hp

Ground Clearance
12 in



Vermillion

*Six decades of
custom-tailoring*

You Live Only Once

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CORZETTI

Diwan Saheb

REBOOT YOUR LIFE (STYLE)

This is the stuff that'll really take the tired 2012 you to a new, peppier 2013 you. Score!



WALK TO FITNESS!

If your new year resolution is to scorch that gut, call for the **Fitbit Zip**. This tiny little gizmo (which you can attach to your shirt, belt, etc.), tracks your steps, distance and the amount of calories burnt on each walk or workout. Connect it to your smartphone or computer and it will give you your progress report. Make every step count—even when you walk around the boardroom during a presentation. Jerky hand movements? They don't count. ₹5,000; fitbit.com



KEEP SHHHH!

The Marshall fridge amp is a fridge-in-disguise that adds a rockin' look to your secret stash. You can't plug your axe into it, but you can plug in your mouth hole. ₹16,500; marshallfridge.com



PACK UP

With pockets for tablets, phones, cords, chargers, even your laptop, this Samsonite Xenon 2 Two Gusset Toploader will make you a gizmo man. Okay, now stop with the wires. ₹7,700; shop.samsonite.com



COFFEE, ANYONE?

If your neighbour is as hot as Deepika Padukone, then you must get this coffee machine immediately. The Jura Impressa J9.3 one-touch coffee machine is pricey, but it's like having a Starbucks in your kitchen—and it's idiot-proof. Even you won't mess it up. ₹1,57,900; jura.com



HOT STUFF

Agreed to bring a grill so that your girl can have that perfect barbeque? (Dude, think twice before committing.) Like firearms and electronics, grills are fun to use but a pain to travel with. Here's the solution: The Fyrkat mini picnic charcoal grill that fits on your bike and can still hold a couple of steaks. ₹2,800; bodum.com



SCREW IT!

Loaded with two barrels packing six common screw bits each, the Worx SD Semi-Automatic Driver is a handheld automatic tool which makes switching from a drill bit to a Phillips head so easy that even the most un-handly man can get things done around the house. Pull it from your holster and whisper, "Go ahead, shelf, make my day." ₹2,750; amazon.com



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INSIDE OUT

Each of these sterling gadgets has something to spark a solid 2013 and beyond.

GLITTERATI

If gold (or gold-like) is your thing, then the **Samsung ES9000 LED** is your thing, darling. The super-slim 75-inch screen, which has a rose-gold metallic touch, comes with voice and motion control and a Smart Evolution kit that allows it to be upgraded to the latest technology, year after year. The picture quality is pretty damn fantastic, too.

₹7,50,000; samsung.com/in

PICTURE PERFECT

Bring the cinema to your house and have that ideal movie date with your girl. All you need is the **Sony VPL-HW50ES** projector. It features 1700 lumen brightness, 100,000:1 dynamic contrast and super resolution. It can project a screen as large as 300 inches and has an excellent 2D to 3D HD conversion. Let the groping commence, dude.

₹2,59,900; sony.co.in

ON THE MOVE

This may be pushing things a bit far, but you can record all the action (races, close shaves, mishaps) that take place on the road, with a camera mounted on your car. Serious, not kiddin'. The **Ion Air Pro** sports camera also uploads the videos instantly to your social networks. Now that the traffic police will be watching your Facebook page, change your privacy settings.

₹16,000; ioncamera.com



GOOD SHOT!

You'll be able to slide it in your jeans easily. We are talking about the world's thinnest camera (you pervert!). The 16-megapixel **Canon Powershot SX500 IS** comes with 30x zoom and is ideal for those who want to click landscape pics but not at the cost of a heavy, big-sized camera. It also features a three-inch LCD screen, and has shutter speed of 15-1/1600.

₹18,000; canon.co.in

GAME ON

How do you follow up the funnest game system ever? Pack in 1080p HD capabilities, a GamePad controller, and a new video streaming application and the result will be the new **Wii U**. ₹8,000; nintendo.com

CHALLENGE YOUR FRIENDS

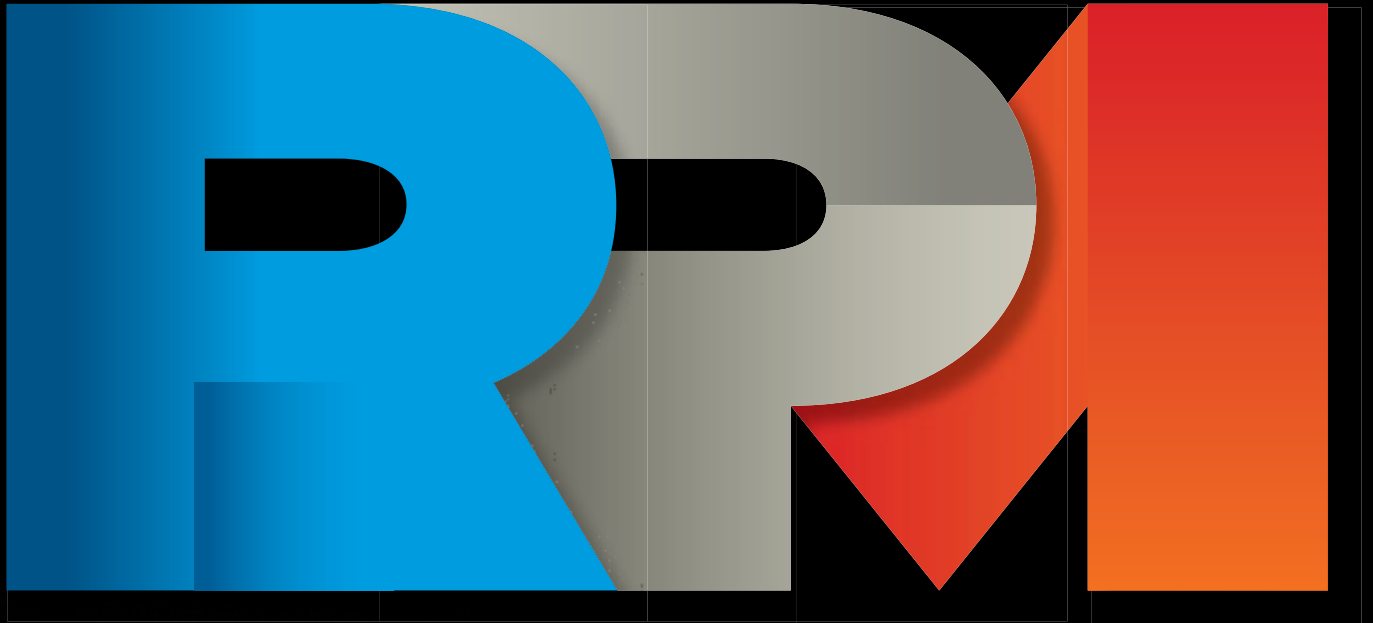
The **Halex NHL Stanley Cup** 84-inch air hockey table is seven feet long and boasts of extra-large play surface and an electronic system that will keep track of the score for you. Bored? It comes with an attachable table tennis top. Paddle spankin' time! ₹35,500; hayneedle.com

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THE 2013



AWARDS

We exploded out of tollbooths, zipped across highways, sped around racetracks, and cut off several pissed-off cabbies and call-centre ferries to determine the fastest, sleekest, best-engineered and most jaw-droppingly awesome cars of the year. Gentlemen, start your drooling and fire up those engines!



BEST STREET-LEGAL SUPERCAR

McLaren 12C Spider

The convertible version of the MP4-12C is 5 kmph slower than its hardtop sibling, bringing its top speed down to a mere 330 kmph. We say that's a small sacrifice to make for being able to cruise around in the hottest thing to come out of Britain since Rosie Huntington-Whiteley, if she came with a twin-turbo 3.8-litre V-8 pulsating under the hood. (Rosie: We still love you!) Made from fibreglass-reinforced plastic, the Spider's hardtop slides down easier than your date's dress. Just kidding, we know you didn't get any. And when you consider the 0–100 kmph of 3.2 seconds, you suddenly realise how important being rich can be. Purely in terms of how good looking a car can be, the Spider is McLaren's most electric offering, even with the spanking new P1 in the stable. Start saving, this could be a better investment than any 3BHK you'll ever buy.



BEST NEW CONVERTIBLE

Mercedes-Benz SL550

Let's say you really messed up—like, hooked-up-with-your-girlfriend's-sister-on-your-anniversary messed up—and you want to make things right. Stick this thing in her driveway with a bow on top and watch the reconciliation begin. Super-powerful (thanks to a 429-horsepower twin-turbo V-8) but extremely smooth, wildly sexy but totally dignified, the sixth-generation SL left us with our jaws on its tastefully appointed carpet.



BEST CAR TO UP THE COOL

Mini Cooper S Roadster

Betting that Saif Ali Khan speaks for all men when it comes to the rear seats of its convertible, Mini eliminated them in its S Roadster in favour of a narrow package shelf and used the space to create a more streamlined vehicle. Handling is tight and responsive, and with the S package's turbocharged 1.6-litre four-cylinder, it takes some effort to keep this bubbly little devil under 100 kmph. Is the Mini Roadster practical? Sure. Is it fun? Absolutely.

SWEET EMOTIONS



BEST DRIFTING-FRIENDLY RIDE

Subaru BRZ

The love child of a joint venture between Subaru and Toyota, the BRZ is a rear-drive sportscar that sticks to the road like chewing gum on a hot day. That's due mostly to a very low centre of gravity and a svelte curb weight of just over 1,225 kg. The car is powered by Subaru's 2.0-litre Boxer engine equipped with Toyota's direct-injection system. At 200 horsepower, the real fun comes when tossing it around on twisty roads. That, and a top speed of 225 kmph.



MOST HUGGABLE CAR

Fiat 500

When this was launched in 2007, people showed up just to look at it. Not difficult to see why. The new 500 sports a SOHC 16-valve engine that churns out 101 bhp at 6,500 rpm. It's a solid car, too, even if it looks cute and easy. Though steep for a car of its size, the price tag is more for its super styling and city-friendly dimensions than what's under the hood or in the cabin.



BEST GUILT-FREE PIMP RIDE

Tesla Model S

It'll be a breeze picking up speed-loving Greenpeace girls in this made-to-order all-electric five-door hatchback. None of the 416 horses under the hood were harmed, though the pavement might be as you zip from 0–100 in 4.4 seconds. Plus, it's a Tesla.



BEST NEW SOUPED-UP SEDAN

Tata Manza Club Class

This car has really upped its game when it comes to the goodies options in the mid-sized sedan segment. The interiors have been spruced up with real leather seats and premium trims, and the cabin now features technology that's pretty much in line with anything you'd expect from a luxury car. This includes built-in GPS, automatic climate control, a multimedia player and a touch-controlled, multi-colour 6.2-inch display. On the outside, the curves have been streamlined, and new headlamps and eight-spoke alloy wheels complete the package. At the price, it is difficult to find something that delivers as much, especially when you consider the 1.3-litre Quadrajet diesel engine, which powers through with 90 horses and still manages to give you more than 20 kilometres to the litre. Highway driving? Smooth.



MOST WANTED COMPACT CAR

Maruti Suzuki Swift

A legend in its own right, the Swift has tons of guys who swear by its performance. It is one of the most successful cars on Indian roads and, now, with its updated sportier design and enhanced fuel efficiency, it is becoming more popular. The 1.2-litre, four-cylinder petrol version produces 85 bhp and 113 Nm of torque, enough pep to see you through almost any kind of urban drive. On the highway too, it is quite the power-packed performer.



BEST SEXY KOREAN SPEEDSTER

Hyundai Genesis Coupé

In keeping with the evolution of all Hyundai cars over the last couple of years, the 2013 Genesis is well-built and a pleasure to behold all around, with LED taillights and a newly designed front end on the outside and Bluetooth hands-free calling, USB and iPod connectivity sprucing up the cabin. A close to six-second 0–100 kmph and a nearly 240 kmph top speed makes it an urban dream. Plus, it looks really tough... especially when you consider the aerodynamic lines of the side panels.

GREAT SHAPES



BEST DRIFTING LOOKALIKE

Scion FR-S

Like the Subaru FR-Z, this has mixed genes of Toyota and Subaru (yes, indeed!) and is virtually identical to its better-known step-brother. It ups the other with a 0–100 kmph of 6.2 seconds, but lags a tad with 3.5 kmph less in top speed. A tight six-speed gearbox makes a road trip easy.



BEST ARTILLERY

Lexus GS 350 F Sport

Japan's latest German luxury car-killer isn't only aggressive on the outside: Behind its menacing snout is a 306-hp V-6. Beyond styling cues, the F Sport designation provides a stiffer suspension, electronically controlled shocks, and wider wheels. And as we were cruising, the 12.3-in Enform navigation and info system let us check our Facebook page. Like!



BEST ITALIAN-STYLED SEDAN

Dodge Dart Rallye

"Great-looking car!" is an understatement when it comes to the new Dart Rallye. The car's platform is based on the Alfa Romeo Giulietta, and that Italian heritage shows. Powered by a frisky 1.4-litre turbo, its ride is nimble and smooth. This is a four-door compact you won't feel like a dork driving.



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BEST CAR TO PACK IN YOUR MATES

Maruti Suzuki Ertiga

A distant cousin of the Ritz, the Ertiga is the multipurpose vehicle that's making all the news in that segment. It easily seats seven people but has the same spanking lines that have given the new Swift its sleek street look and better-than-before interiors. In terms of performance, the Ertiga has a trusty 1.3-litre DDiS diesel engine with VGT (the same as the SX4), which is powerful enough to pull it through most drives. The engine produces 200 Nm of torque at 1,750 rpm, which is plenty to race through the streets and tackle the hills. It is also a very smooth drive, while the cabin is equipped with most modern gadgetry. If you have a family that includes a few stinky uncles, this is the car that will keep them far away from you, even if they're in the same car. Pesky nephews? Put them in the backseat and forget about them. And enjoy the drive.



BEST BUDGET BENTLEY

Chrysler 300 SRT8

Can't see yourself ever buying a Bentley Flying Spur? Then aim for this boy. To understand what this handsome sedan is all about, let the giant 6.4-litre V-8's 470 horses introduce themselves. Before you know it, you'll be making up raps about your love for this machine as you barrel down the highway (or maybe that's just us). In any event, you're sure to find plenty of people who'll thumb a ride. Avoid the hobo without any pants.



BEST LUXURY SEDAN FOR ANYTHING

Audi A4

It is hard to find a car that's won too many awards to count, but the Audi A4 is one of them. After a design overhaul, the new A4 has the stealthy look of a killer machine, without compromising on the performance that makes it such a popular car. The petrol A4 has a powerful 1.8-litre TFSI engine, which cranks out more than 125 kW of power and a torque of 320 Nm. It is also the perfect size for city driving, but it really shows its pep on the highway. A very cool car.

FOUR-DOOR WONDERS



BEST HYBRID THAT DOESN'T LOOK LIKE ONE

Honda CR-Z Hybrid

Give Honda credit for not styling its new CR-Z hybrid so it whispers, "Environmentalism on board." At 122 horsepower, it's not going to set the streets afire, but it's quick enough and gets incredible economy. Ready for your Green award—as in your girl cheating?



BEST POCKET ROCKET

Nissan Micra

A good looking dynamo, the Micra is powered by a 1.1-litre three-cylinder engine that cranks out some 79 bhp. It is packed with features and glides through the urban landscape like a feather on a girl's back. It also gives you a killer mileage, which is exactly what you need. And hassle-free parking due to its dimensions.



BEST GEEKMOBILE

Cadillac XTS

Luxury-loving nerds, rejoice! This plenty-quick stud debuts the Cadillac User Experience (CUE), an eight-inch screen with touch control (think iPad pinching and swiping), voice recognition, 3D GPS navigation, Pandora and more. The Caddy also has a safety system that vibrates the driver's seat on whatever side the potential threat is coming from, which kind of feels like you have Peter Parker's spider sense built into your ass. Tingly!

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BEST VICIOUS-LOOKING SUPER-SPORTSCAR

SRT Viper GTS

The sickest Dodge in history is no longer a Dodge. Taking its name from Chrysler's Street & Racing Technology division, the fifth-generation Viper boasts a hand-assembled 8.4-litre V-10 engine that combines big-time power (imagine 640 unbridled horses) with maximum efficiency. Engineers reworked the structure of the car using composite materials, resulting in a Viper that has shaved off more than 45 kg from previous models. (Too bad those engineers can't work on you, huh, tubby?) With its sinfully sexy exterior and a meticulously designed interior that looks like what would happen if an F-14 cockpit and a hip hotel lobby had a baby, this is one hell of a serpent. And a fast serpent at that, capable of going from 0 to 100 km/h in 3.5 seconds and a mind-blowing top speed of 420 km/h. You can easily apply for a pilot's licence.



BEST DIGNIFIED MONSTER

Bentley Continental GT Speed

Just when you thought you'd had enough of the Brits with their Olympic Games and royal penises, the fastest Bentley ever (it tops out at 330 km/h) rolls along. While retaining its high-end hallmarks—we're pretty sure the seats are made from the same leather as God's satchel of goodness—the luxury brand goes all out with a 6.0-litre W-12 engine that delivers a 12 percent improvement in fuel efficiency over other Continentals, with no compromise in performance.



BEST CAR TO BUY WHEN YOU WIN THE LOTTERY (TWICE)

Ferrari F12 Berlinetta

Twelve cylinders and close to 750 horsepower on an aluminium-alloy frame. Racecar handling. Zero to 100 in a blazing three seconds. A body and cockpit sexier than Leonardo DiCaprio's latest girlfriend. Sure, you could buy a nice mansion with the F12 Berlinetta's estimated price tag, but unless a couple of Leonardo's other girlfriends are waiting for you in one of those bedrooms, the Ferrari is going to be a lot more fun.

SPEED & MUSCLE



BEST REALITY-CHECK PORSCHE

Porsche Boxster S

The Porsche Boxster S' top speed is only 22 km/h shy of the 911 Carrera S', and both handle like answered prayers. The previous Boxster has been a bestseller since it was introduced in late 1996, but Porsche continues to tinker with it. The 2013 iteration with the 2.7-litre engine is the lightest and fastest yet, and it performs better than the 2012, which is a real accomplishment.



BEST-MANNERED MUSCLE CAR

Chevrolet Camaro SS 1LE

Chevy has resurrected the 1LE label and slapped it on the new iconic Camaro, with upgrades like fatter 285/35ZR-20 Goodyear Eagle F1 Supercar G tyres and an electric power-steering to help control its 426 horses. The dual-mode exhaust system ensures that anyone who doesn't notice its dramatic styling will hear its uncivilised roar.



BEST SPEED DEMON

Audi RS5

When it's time to shift into first and floor it, all 450 of this V-8's horses will roar, and you will be catapulted into a state of ecstasy almost instantly. With a top speed of 250 km/h and a highly-responsive seven-speed transmission, this baby goes from 0–100 km/h in 4.6 seconds. See those chicks whizzing by?



BEST MUSCLE CAR

Chevrolet Cruze

After Chevrolet put a spanking new four-cylinder 1.9-litre DOHC engine under the hood, the car has become the most powerful in its segment, which is kind of like overstating a fact. One look at the Cruze and you instantly know it has raw power—as much in terms of how it looks as the 164 horses that push it faster than ever. The muscle pedigree of Chevy's stable is evident in its flanks and hood, as well as the tapered cockpit. Add to that more torque and better goods on the inside, and you know you have a car that's not trying to be polite. It offers a really smooth drive and it's difficult to figure out how fast you're going until you see the trees being blown aside. Yes, we know we're exaggerating but get behind the wheel and you'll know why. Oh, and the all-black interiors promise you that the devil has probably made you his own. Welcome.



BEST-LOOKING SEDAN STANCE

Volkswagen Passat

The horizontal chrome strips in the grille make it look wider, more ferocious and definitely give it that punch of edginess. The Passat is an extremely attractive car and has well-designed interiors which are at once striking and minimalist. The new 2.0-litre common-rail engine is throaty and powerful, but has an edge over its predecessor with enhanced fuel efficiency. Drive around the city in it and you will be pleasantly surprised with the compliments—we sure were.



BEST CAR TO FORGET THE TRAFFIC

Hyundai i10

It says a lot when a car is developed specifically for a certain type of consumer, and the i10 is one of those. (For us, dude!) The car has gone through a number of makeovers since its launch, both in technology and looks, and the latest version is fantastic for the price tag. The new Blue Drive is powered by a 1.1-litre iRDE2 engine, which has the pep to leap off the intersection but also save you money with excellent fuel economy. Plus, it reminds us of SRK. That's got to be good.

SMALL WONDERS



BEST URBAN-READY RIDE

Skoda Fabia

The new Fabia is an all-round performer, churning out 105 bhp and one doesn't need to work hard to go from 0–100, as the Fabia takes 12.1 seconds to reach that. It is versatile with easy movements and controls, strong brakes and a slick gearshift. And it's fun to drive.



MOST IMPRESSIVE FACE

Honda Brio

With the introduction of automatic transmission, the new Brio is possibly one of the best city cars out there. It flaunts a 1.2-litre i-VTEC engine that can give you more than 16.5 km to the litre in the city. And don't let the looks deceive you... it is a solid car like its bigger sibling—the City—and has plenty of room inside.



BEST SPORTS-READY COMPACT

Toyota Etios Liva

The Etios Liva has space for everyone and everything. It comes with seven bottle and cup holders and also a 13-litre glovebox that is air-conditioned to keep those drinks cool. Given its 920-kg curb weight and 79 bhp of power, it has a brilliant power-to-weight ratio, which allows it to rev and move, without sacrificing fuel economy. In fact, it is the one car you can easily try to sport up, because it has a low stance and a wider base than most cars like it.



BEST DIRT DEVIL

Ford F-150 SVT Raptor

The Rover may rule Mars, but the Raptor could be the toughie that reigns on Earth. The 2013 model features beadlock-capable wheels that allow for greater traction, a front-facing camera to help conquer steep terrain, and improved brakes tuned for a controlled ride in various extreme environments. If you're stuck on the road, hurtling down the highway in one of the Raptor's standout colour schemes is enough to make you feel like a badass, especially since it also has a top speed of 160 kmph. And when you're riding high, you may feel the urge to drive this 6.2-litre V-8-powered monster right over your on-road compatriots when traffic hits. Resist this urge, because it is not polite to drive over less-imposing vehicles. Or to invite trucks to do the same to you.

ACTION MASTERS



BEST RETRO SUV

Jeep Wrangler Rubicon

The overall feel of this quarter-of-a-century old marque is still there, undiminished in the light of sexy curves and modern lines. Still, this is probably the most civilised Wrangler yet, but that doesn't mean it lacks the goods. A 3.6-litre Pentastar V-6 replaces its predecessor's powertrain, and that thunders up some 209 kW of power. That's for the country, and the Wrangler makes no bones about being for the outdoorsman. That said, it has the tech indoors to see it through, including heated front seats, voice-command GPS navigation and device integration. The best part? It still rumbles in the 4x4 option. Fanboys, we are.



BEST RUSTIC-STYLED RIDE

Mahindra Thar

A hardcore 4x4 that will not let you down in any terrain, this has been spruced up to make it more palatable to urban tastes in terms of looks. The hard plastic dashboard is easy to clean after driving in the mud—it is an off-road vehicle—but Mahindra has given you the option of much-needed air-conditioning. The engine produces 105 bhp at 3,800 rpm, which makes it a versatile choice for hills and trails alike. It looks great, to be honest, and its primary appeal lies in its rustic looks and wide stance. There isn't a better looking off-roader in India yet. Happy thundering over rocks.



BEST SUV REDEFINER

Renault Duster

An SUV as practical as a car seems like a cruel joke, but it is the most damn useful thing out there. The Duster has attributes of both, and the 1.5-litre, dCi Renault K9K diesel engine is like a thumping soldier who's also a gentleman. The engine is reliable and efficient, and will make you feel as at home on the city overpass as on the open trail. The polished finish and the low centre of gravity have found a million fans, but we love the way it looks intimidating and polite at the same time.



MOST WANTED OFF-ROAD CHARGER

Tata Safari Storme

When the Safari was first launched in 1998, it made people take another look at SUVs. Fourteen years later, it remains one of the most sought-after SUVs. The new Safari Storme has a very dominating stance, and is powered by a 2.2-litre VariCOR engine, which delivers 140 PS of power and 320 Nm of torque. It has a hydro-formed ladder frame chassis, which makes it a few times stiffer and 35 kg lighter than its predecessor, without losing any of the aggression.



BEST SUV TO HELP YOU RESHAPE DESIGN SENSIBILITIES

Mahindra XUV500

Going only by looks, the XUV500 stands out on the road, and there's absolutely no one who will dispute that. No other SUV in that price range is as stylish. But that does not take away from its imposing road presence. The monolithic muscle-bound beast is also packed with features like six airbags, a touchscreen media console that can be synced with smartphones, tyre pressure monitoring, ABS, cruise control, rain-sensing wipers and reverse assist... and music when you start the car. Powered by a 2.2-litre M-Hawk engine that cranks out 140 horses and around 300 Nm of torque, it has the pep to back up the looks. If nothing else, it has certainly given us a good idea that looks can make a man. Where's that mirror?

SPACE AGENTS



BEST CHILD MOVER

Ford Escape Titanium 4WD

You can't swing a stick these days without hitting a compact SUV on the road or in the making (actually, go try—we'll wait), so kudos to Ford for producing one that made the many people we zoomed by stop and stare. For 2013, one of the world's most-popular SUVs gets the best curve-enhancing plastic surgery since Pam Anderson. (Read a spanking new exterior with shapely fenders, a sexy front that gives it a mounted look and overall sleekness.) And that's before you figure out just what the 2.0-litre EcoBoost I-4 engine can do. Toss in a zippy turbo and the newest MyFord Touch interior communication and entertainment system and you may consider having a kid just to throw in it. We suggest you get married before that, of course. For which you will need a girl, which this fine-looker may help you get. Well, maybe not that eco-warrior chick.



BEST CROSSOVER

BMW X1

The guys at the German auto major crossed a spankin' car with an SUV and came up with the X1, a compact trailblazer that bears a resemblance to its bigger brother, the X3, but has its own distinct stylish presence. The 2.0-litre diesel engine will require you to brace yourself for its 177 bhp at 4,000 rpm, while the svelte exterior belies the space inside the cabin. It has the usual BMW polish, so you can expect it to be loaded with tech. Call us greedy, but we'd have liked it to be a bit bigger. For effect!



BEST JAPANESE-AMERICAN

Nissan Rogue

Built in the US, the revamped Rogue is powered by a lightweight 170-horsepower 2.5-litre engine that'll go 650 km on a tank (translation: A lot!). It's also an ideal car for city-dwellers, thanks to an around-view monitor. The only vehicle in its class to offer this innovation, its four wide-angle cameras mounted on the front, back and side mirrors keep you aware of your every corner, obliterating the frustration that comes with parallel parking, or when colliding with a Vespa parked next door.



BEST ÜBER-LUXURY SUV

Range Rover

The iconic SUV boasts of an all-new monocoque body that makes it lighter than its predecessor. The 5.0-litre V-8 engine makes this a powerful yet sophisticated animal, which is great because of a smooth and responsive eight-speed automatic transmission. With 700 Nm produced between 1,750 and 3,000 rpm, the SUV surges from 0–100 in less than seven seconds. If you have the cash, this is probably a better buy than those market-linked investments... it'll give you plenty of joy.

The seven sexiest models in India help us celebrate seven years of mayhem and mischief, and end up making the most beautiful empowerment statement ever. We stand by as they also redefine the supermodel phenomena. Ramps and fashion, look out for them!

Text **ABHILASHA SIHAG, SAURAV BHANOT
& SHOBHITA DUTT**

Photographs **JATIN KAMPANI**

*The No. 1 men's
magazine in the
country has completed
2,567 days. What
you're holding in
your hands is the
result of sweat,
blood (we got a
paper cut) and
enough booze to soak
Scotland. Welcome
to Maxim's
Super Seventh
Anniversary!*

*Awesome
Years*



MANGO, PROMOD,
ZARA scarves



*"A good sense of humour, a
dose of intelligence and good
manners hit the spot."*



MARIETTEVALSAN

GAS shirt,
MARKS &
SPENCER
lingerie





Mariette Valsan

THE EARTHY HOTTIE LIKES TO KEEP THINGS REAL.

No magazine in India has attempted a cover like this. Seven hotties on one cover... what do you think?

It's great that a celebrated and sexy magazine like MAXIM has recognised the vast potential Indian models have. As MAXIM has always done for its Covergirls, it has brought out our truly sexy side. It is super exciting to share the cover with six beautiful, hot women. To be named sexy by MAXIM is a milestone in itself.

This cover marks the completion of seven sexy years for us. We've had some really hot covers, but which have been your favourite ones?

MAXIM has been the epitome of hot, and has brought out that never-seen-before side in a lot of the celebrities. I liked Deepika Padukone's (Aug '11) and Lisa Haydon's (Nov '12) covers. Both are gorgeous without having to try.

Behind the supermodel mask, what's the real Mariette like? What are your hobbies? What interests you?

I am chilled-out and fun-loving. I have always been a sportsperson, and I am a big fan of general dare devilry. I love life for all the new experiences it offers, which is the same reason I love travelling and exploring. Just backpacking off to a new place is a complete joy. In my quiet time, I love a good book, and I write myself.

What turns you on in a man?

A good sense of humour with a dose of intelligence and good manners always hits the spot.

Who are the three women you wouldn't mind getting naughty with?

Catherine Zeta-Jones, Eva Mendes and Cameron Diaz.

Great choices, there. We have to ask—what do you really think of MAXIM and all the stuff we do?

I think it is a fun magazine, and it's great to see a side to all the personalities in MAXIM that no other magazine brings out—the sexy, always fun and, sometimes, naughty side.

2012



THE HEALING TOUCH

We spoke to women all over India and came away with insights (and a few slaps) into the sort of "touch" they look for, from a man. Bottom line? Hold her with confidence, but not like you want to squash her. And keep your hands warm. Cold, clammy hands are a big turn-off.

INSTANT CELEBRITY

There are some pretty easy ways to get famous. Thorough research—sitting in the park, counting squirrels—allowed us to come up with some neat ideas. Best bet? Pick a fight with a B-grade celeb. (Not someone who can kick your ass.)

THE NAME'S "FOND," AS IN I'M FOND OF YOUR FORM

As James Bond, the most common guy-crush for all real men out there, completed 50 years of seducing women and blowing up shit, we lived through his gizmos. Oh, Q...

HASHMI TO THE RESCUE

We begged The Emraan to tell us his serial-kissing talents. We couldn't manage it, but we did get him to spell out the secrets of the party.

FIRST-DATE BONUS

We spent a large part of 2012 helping you plan that perfect first date. Yeah, we're good people. Idea? For a first date, don't carry a vibrator. And don't ask her if she wants to see the glory hole.

MAXIM MEETS BIGFOOT

Not really, but we did get bitten by a mess of mosquitoes. We went deep into the Californian redwoods to find him, saw a footprint or two, but got a neat "Bigfoot Crossing" wall hanging. We now have two things in our house. First was the wall.

THE YEAR OF THE DEBUTANT

Many hot women debuted in the movies this year, and MAXIM partied with all of them.

GEEKS RULE THE WORLD

We all knew this to be true, but we didn't know how true till we stumbled upon some famous pornstars who are into Dungeons and Dragons.

REVISIT THE PAST

We went through cassettes, CDs, Beetas and God knows many kilos of dust to unleash the 50 best Indian albums of all time. Agni, Indus Creed, we miss you.

SURVEY SERVED

Your responses to our Sex Survey stumped us, stumped would-be statisticians and blew the lid off of men's sexuality. Final verdict: We need more romance, more staying power. And, well, more alone time.

IMMORTALITY CALLS

Living forever means taking care of your health... which means you need sleep, exercise and peace. Read MAXIM, get all three (except sleep!).



ZARA woolien
scarf worn as
tube dress



*“That naughtiness in his
smile is like a promise of
an adventure!”*



MANASVIMAMGAI



Manasvi Mamgai

THE BEAUTY QUEEN SHOOTS
STRAIGHT FROM THE HIP.

People have gotten so used to celebrities on the cover that the world was begging for a change. Your take and your fave MAXIM cover?

Do I really have to spell it out? This one, of course! It is the hottest ever! With seven times the number of ladies, seven times the hotness is guaranteed!

We totally agree. Do you think our readers will? (We already know!)

If you've been having Chinese food for a long time, Thai food can be a refreshing and hot change, isn't it?

Hot and spicy change. We published an article a couple of years ago that taught men to make their own kinky sex toy. Would you read it?

A bit of kinkiness never hurt anyone! Besides, you are teaching men to be imaginative and resourceful. So I think it is great!

You're a former beauty queen, pageant winner, et al. Is that the real Manasvi? What are your interests?

Oh, the list is never-ending! I love to learn new things so I keep dabbling with various stuff like horse-riding, drumming, classical singing, dancing and, of course, theatre.

Being a model comes naturally to you and you have a flair for the camera. Do you love the profession?

The modelling world is now bigger, more international and more organised. I love everything about it. From the people to the travelling, the glamour, the fame... everything is awesome. What I hate is the staying away from the family, though.

What are the first few things that attract you in a man? Would you date us, if MAXIM were a physical entity?

I like confidence, a good body, a twinkle in his eyes and that naughtiness in his smile. It is like a promise of an adventure! Well, MAXIM is sexy, funny, witty, stylish, and cool—all the things I would want in a man! In fact, if MAXIM was a man, I would marry him!

2011



THE ART OF SCORING

Ranveer Singh, a true MAXIM guy, unravels the mysteries of simple-as-hell flirting. His top tip: Just be yourself and turn up the charm (try not to be cheesy).

STASHIN' THE STUFF

The world's largest porn library is buried in the archives of the National Library in Paris. It is called l'Enfer or Hell. It has everything from illustrations of giant carnival penises to woodcuts of coitus.

PISS 'EM OFF, GET HISSSED

All you need to know 'bout snakes is this: They are not creepy, they want to avoid you as much as you wanna avoid them and the bigger they are, the less likely they are to bite you. Swallow you whole? We won't lie, that's a possibility.

CHEAT-SHEET TO MONEY

Scam your way to cash with an elaborate "business plan."

SPANKERS UNITED

Delve into the deep dark human brain and you can figure out how people develop some strange fetishes, such as an attraction to rogues. Or you can just point at them and laugh.

READ TO MEASURE

Reading throughout your life to evolve and reach nirvana is a great way to become a wise man. But no matter how wise you are, the best place for inspiration will still be on the throne.

THE MANLY GRILL

Planning a mid-winter grill? Keep these accessories handy: A thermometer, a pair of fire-retardant tongs, a gun lighter and an asbestos firesuit (in case the pyromaniac in you takes over). Best things to grill: Pork sausages, chicken cutlets, steaks and, if you're veggie, bell pepper, cauliflower and potato. Best drink? Any damn thing, man... you're thirsty.

TAKE IT FROM THE START

We tell you how to reboot your life, Slick. Step one: Clear out the clutter in your drawer and in your head. Rule: Anything you haven't used for three months should go. The rule does not apply to your girlfriend's underwear.

THE LIVING LEGEND

Duff McKagan has done all the rock 'n' roll anyone can ever dream of... he is now an investor and written a tome that makes bankers seem like dicks.

ZOOM TO GLORY

The first-ever F1 race in India drove people crazy. Sebastian Vettel won it, and the 2011 title. We went behind the scenes to catch up with him and legendary racer Niki Lauda. The most important takeaway? When the speed is furious, keep a clear head. And take risks, as much in the sport as in life. Translation: Staring at the hottie in the bar is useless. Buy her a drink.

MARKS & SPENCER
bodysuit, ZARA
crochet wrap





*“The sexiest thing about
me is my unabashed
gluttony for food!”*



NIDHI SUNIL



Nidhi Sunil

THE DUSKY DAMSEL SPEAKS HER MIND AND WANTS YOU TO, TOO.

How do you feel, being on the cover? We normally have filmstars. I think it is a pretty hot change! Now, we just need everyone else to agree with us. And that shouldn't be a big problem, I guess!

The generation of supermodels has a new guard. Have things changed since you started modelling?

There is a growing acceptance of dusky skin in the commercial market. When I was recently signed on by a brand as their ambassador, I was told on set that I was the duskiest model they'd brought in to date.

Growing up, who were the models you liked and admired?

I come from a pretty academic South Indian background so modelling wasn't really a part of my existence as a child. But if I had to name anyone it would have to be Madhu Sapre and, of course, the supermodels of the '90s. They're still amazing role models.

If not modelling, what'd be the next job?

I studied to be a lawyer, so I guess that's what I'd have liked to do. I enjoyed studying the profession as it is multifaceted, challenging and, more excitingly, still in the process of evolution. Having said that, I still feel like studying as it has added a lot to my life skills and has given a new dimension to my personality that I wouldn't exchange for anything.

If you turned into a man, what would you like to do?

Probably find out what having a penis must feel like! Other than that, is there really anything that a man can do, that we women can't do better?

No, nothing. Except being creepy.

What's the sexiest thing about you?

My complete unabashed gluttony for yummy food!

MAXIM is about...

Hot women and great reading—doesn't get better than that for men! Go forth and carry on the good work!

2010



THE HOBBIT REDUX

The Lord of the Rings—kick-ass book, cool movie (followed by *The Hobbit* in 2012) is also a bitchin' tour in New Zealand. You can actually travel to the place where Frodo lost his virginity (kidding!) or Bilbo had a fling with Gollum (kidding again!).

THINK TOKYO

You haven't lived till you hit on the waitresses dressed up as anime characters in the Akihabara district of Tokyo.

WHISKY MAN

We know you're a stud. But become a man with a whisky cocktail. Try a Rubicon Julip (mix a whisky with Crème de Menthe, lemon juice, mint leaves, soda).

RUIN A PARTY...

By loudly asking for a snack that they don't have. Such as veggie seekh kebabs. Or by taking your boss to a colleague's birthday. Hate guaranteed. Or play Yo Yo Honey Singh. Man, WTF?

DREAM MACHINE

What combines the Countach, Gallardo and Reventon, and has three decks, a bar, an entertainment centre and a master bedroom? A Lamborghini concept yacht. Don't bother digging up the price.

CULT CALLING

Followers of a bizarre Bolivian cult believe that skulls of the dead provide good luck, work miraculous healing, and even help solve crimes. Preserve your braincase by riding your bike with a helmet and avoiding a brawl with the Great Khali.

REVENGE SWEETENED

Show no mercy when it comes to revenge. Get back at the school bully by sucker-punching his hopes and helping him with his job. You own him.

CRITTER NEWS

A swarm of red ants in Florida killed a man and his dog. Locals claimed it was an act of revenge.

PARTY FAVOURS

Banana chips with *masala* powder makes for a great snack with your brew. So do strawberries with wasabi, and carrots and celery sticks dipped in mustard and cream.

PICK YOUR SHADES

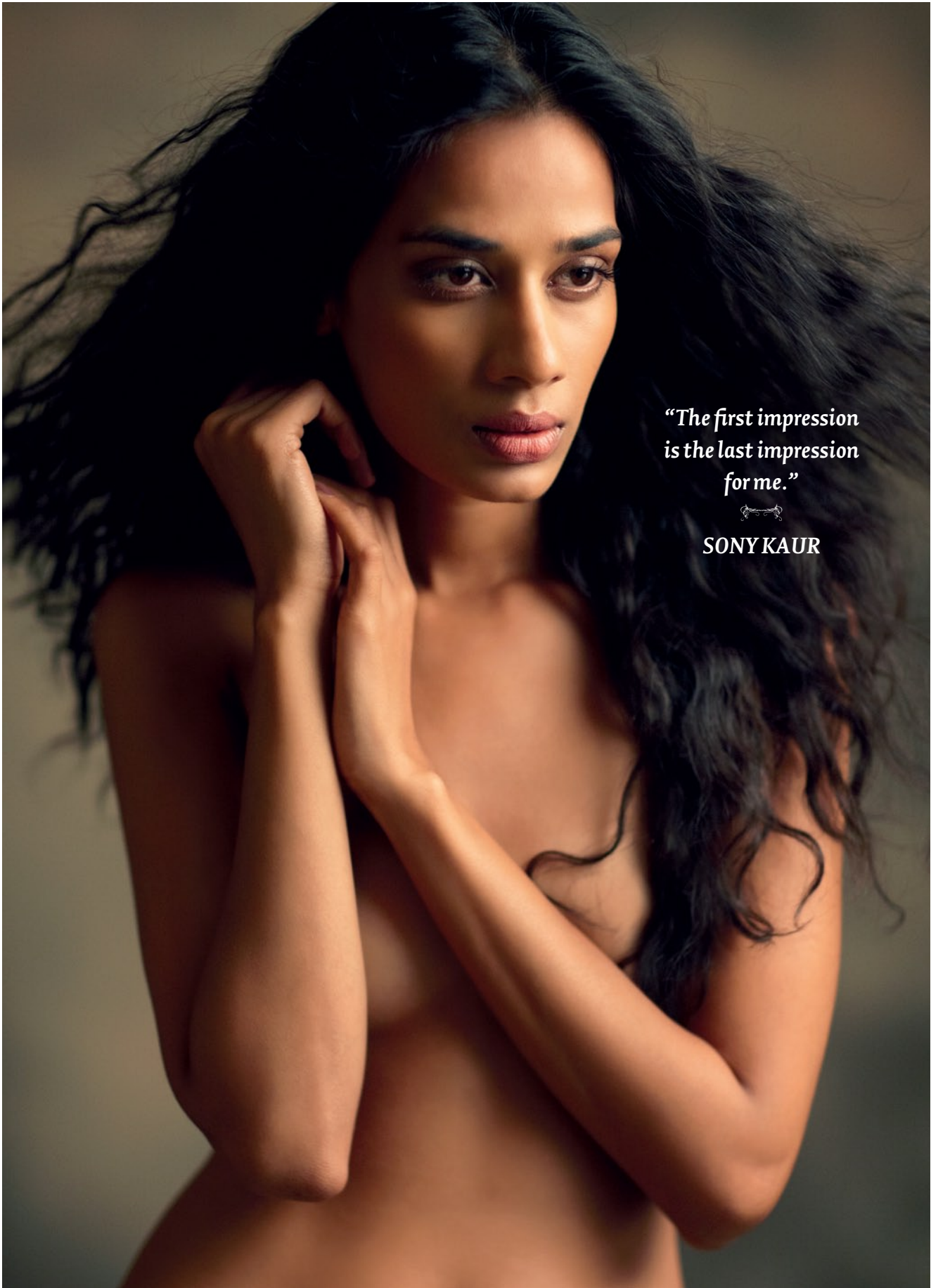
The frame's shape should contrast with the shape of your ugly mug. So if you have a long face, try a squat frame like a Wayfarer. Have a round chump? Lose some weight, fatty.

GEAR INTO ONE

Technology can give you sleepless nights (oxymoron, we know, smart Alec), but consolidate all your needs on not more than three devices. All else? Send it to MAXIM. We're poor and we love good stuff.

HANGOVER SMASHER

Too hungover to walk down to the chemist? Scavenge through your fridge: Orange juice, yoghurt, honey or tomato juice.



*"The first impression
is the last impression
for me."*



SONY KAUR

ZARA denim
hot pants



GAS
denims



2009



THEME PRANK

Theme parks ain't what they used to be, man. Bonbon Land, Mukluk Land, you name it. Psst... Love Island is not bad! Head to South Korea now, dude. As the name implies, it's wicked.

KAMA START-RA

There are a dozen ways to indicate that you want it, right now. One of the best: The Reverse Lips Kiss. You ain't Spidey, so you gotta stand above her. Take each other's sensitive bottom lips in your mouths. If she slaps you, take it like a man. Go cry in the loo.

THE ONLY BOOK YOU NEED

If you buy only one book for the rest of your life, pick *The Man's Book* by Thomas Fink. It has all the dope you manhood needs, rolled into a single hardbound of brilliance.

SNORKELLING TO YOU, TOO

Scuba diving not your thing? Well, they do say that the longer you can hold your breath, the better you are in bed. Oh, so you wanna try it now! Fiji is the top contender for underwater fun. Closer home? Malaysia, the Maldives, Bali or Jordan.

BEAR NECESSITIES

Survive a bear attack in two easy steps. 1. Play dead. 2. Jump up and punch it in the eye.

SUBSTANCE AMUSE

Ecstasy, cocaine, Salvia divinorum, opium, cannabis, LSD, Datura stramonium, heroin, peyote, mushrooms—all are 100 percent dope and 101 percent illegal. Ah, good old coffee, tobacco and alcohol.

MIND OVER MATTER

Read the book, skip the movie.

LIFE ADVICE

Looking for some real action, but she wants to wait till matrimony? The best way out: Play up a "bad boy" image.

MEMBER POLICY

You've always wanted to know this but never dared to ask, right? Here's the answer: No, penis enlargement creams don't work.

GET RICH QUICK

Quick ways to get rich: 1. Gamble. 2. Become a politician. 3. Recycle. 4. Become a gigolo.

Sony Kaur

THE LEGGY LASS LETS HER EYES DO THE TALKING, AND ONE LOOK IS ALL SHE NEEDS. (LOOK SHARP, MATE!)

For our seventh anniversary, we owe you seven hotties a huge thanks. It's a great cover. Which is your other favourite? This is difficult to answer! I'm really not sure how to pick one. Wait, let this issue come out, and then maybe I can make a clear choice! But, seriously, I'd say Chitrangda Singh's (Dec' 11). I think she's damn hot!

What do you love or hate about your job? There's nothing to hate. I truly love my job. The glamour and lifestyle are the best.

What's Sony really like? When it comes to the "behind the mask" Sony Kaur, she is a happy-go-lucky girl

who loves homemade food and gymming! I find happiness in the small things in life—spending quality time with friends, watching movies and having lots of fun! I believe in living life the easy way.

What do you think about all the stuff MAXIM does, with the magazine, the website, our super-fun events...? MAXIM has a sense of sexiness with class. My favourite issue is the Hot 100 sexy women's edition you guys come out with every year! For all you MAXIM followers, you definitely need that unique punch, which I guess is why you've picked MAXIM! I hope you will love this issue's cover.

We're sure they will. What are the first few things that attract you in a man?

Personality, for sure. The first impression is the last impression for me. A fit, toned body would be an added attraction. So, a sexy, jovial, witty and transparent guy would be nice. But B.O. is a big no-no!

We're breaking out the deos already. If we had to take you out on a date, what would you want it to be like?

Oh, boy! A date! Let's see: If it's my choice, I would love a simple white ambience with candles, some soothing music and an amazing fragrance... a place that's not too crowded. That'll be a perfect date.





*"Do I have a weird
fetish? You'll have to
date me to find out."*



ARSHIA AHUJA



PROMOD
scarf

Arshia Ahuja

THE SEXY GEEK WOULD RATHER GO
ON AN ANIMATED ADVENTURE.

Seven girls on the cover. Correction:
Seven hot girls on the cover. Hot?
I think it's amazing to do a model cover,
since magazines hardly have such
covers in India. And it marks seven
years of MAXIM, so it's a brilliant idea.
It's a fresh cover, it looks beautiful and
I'm so glad that I'm part of it.

We're gladder than you are. Which
have been your favourite covers?
Your Dec '12 Bipasha cover was so hot.
I liked Kangana's (Apr '12) cover too,
with her short hair. It was so beautiful.
Also, Lisa Haydon's cover—with her
sexy pose—was nice. But I think this
issue's cover is definitely going to be
my favourite.

We've heard you're a bit of a geek.
Is that true, because your on-camera
persona is so unlike that?
I'm a big geek in real life. I love my
fiction books. I invest in things like
antique binoculars, spyglasses. I buy
quills. I love ink, stationery of any kind.
I love watching animation, TV shows
and funny talk shows like *Ellen*. I love
to wear shorts and a boy's T-shirt.
I'm not at all girly. I don't spend hours
dressing up. I don't care about
make-up or nail paint.

Wait, did we tell you we love you. If we
were to take you out on a date, how
should we go about it?
A movie, hot popcorn and a large Pepsi
is good enough for me. You don't have
to take me on a lavish dinner, I like to
eat my burgers and fries.

You've said you love MAXIM's "beautiful
way of portraying how a woman can
look sexy naturally, without crazy
hairstyles or vivid make-up." Care to
elaborate?

MAXIM is very approachable for the
public and that's why I guess it is more
popular than others. A regular girl—and
a regular guy—can relate to it.

In 2011, we did a crazy feature on crazy
fetishes that people have. Do you have
a weird fetish?

Ah! You'll have to date me to find out.

2008



GET IN THE RING

India's most celebrated boxer, Vijender Singh, and his tough-as-nails mates tell you how to save your butt, but he gets upset and kicks our butts all over the ring. Moral of the story: You need upper-body strength in life.

SOHA, SO HOT

The princess loses her clothes for her most sensational shoot to date. She's pretty, smart and drove us near-mad.

REALITY BITES

Every imaginable medium is about cat-fights. Think about it: Radio, TV, new-age porn, even in our homes.

HORNY SUPERHEROES

Your favourite superhero is not spared the demands of his free time. Wanna feel better? Think about how difficult it is for Superman to screw. Undies on pants, man!

DETOX YOUR PERVERSION

If you are a sex addict, good for you. Not so good for the hot neighbour, though. MAXIM recognises the medical disorder. No.1 cure? Seek the path... of looking into the mirror and grossing yourself out.

LIVING UP TO ONE'S NAME

Sports and girls is a very important mix, as recognised by MAXIM. So we get girls to kick some balls. For best results, make sure what they are kicking are footballs. You know why.

SILENT KILLERS

Water, faxes, the air... potential killers abound, and all they talk about is beer. Not fair. To detox your existence, do just two things: Replace plastic with glass and turn off the cellphone at night. Feel better?

SIGN LANGUAGE

To piss off a deaf guy, make a claw and point to your chest.

PUBLIC APPEARANCE

St. Valentine's Day can go wrong. Believe it. Getting caught in the buff by villagers can be bad, but not as bad as discovering the miss has a tool. Hello, Bangkok.

SPEAK WITH YOUR HANDS

Everyone has a softer side. So do we. And, believe it or not, so do you. Learn some sign language, not just flashing the bird... that doesn't count.

NANO FLY

A Canadian called Paul Moller invented a flying car—yawn!—called the Skycar M400, which could go 30,000 feet in the air and cruise at 560 kmph. What's he up to now? Figuring out a way to create an aerial highway or air corridor. And counting the wing feathers of passing pigeons. Genius, he is.

SHE LOVES TO BICKER

How else can she quicken trips?



*"It's about that
'if you have it in you,
no one can stop
you' attitude."*



PALLAVI SINGH





MANGO
scarf

2007



VALENTINE'S SLAY

MAXIM becomes the first magazine to recognise and address horny single guys' anguish on Valentine's Day. Damn these card days.

THE 24-HOURS-TO-LIVE CONCEPT

Kurt Cobain, Chris Farley, Tupac and Bruce Lee talk about their next-level plans. In this issue, catch Nawazuddin Siddiqui free his mind.

REAL LIFE TICKLES

Here's the truth in the form of a joke: Why do girls fake orgasms? Because they think we care.

ALL THAT BONDING

MAXIM paved the way for its readers to become smartly-turned-out hardened crime crackers by asking Rahul Dev to play the role of his life... a bad cop! In 2012, we catch up with former 007 Roger Moore to talk to us about cars, girls and style. Things never stay the same.

HUMANS GONE CRAZY

All the dicks who hunt animals for sport should be beaten and hunted themselves. And rapists should die, because it is fair punishment. There, we said it!

TARANTINO TEMPLE

Kill Bill's Beatrix Kiddo vs Elle Driver face-off scene in a trashy trailer leads to a Quentin Tarantino Temple at MAXIM's office. The shrine stands till a Gollum-like staffer arrives.

FROWN IN THE FACE OF DEATH

Letting a snake bite you on the tongue is stupid, but not as stupid as letting an Arabian stallion take you from behind. Either way is guaranteed death. Another way to die? Forgetting your three-month anniversary or, worse, her birthday. Instant freeze, bro.

FAMILY MATTERS

The basic idea of "goodlooking" comes crashing down as the doors to the MAXIM mansion open. But we do have one hot chick! Wait, scratch that: It was a dude in drag.

KETCHUP AFFAIRS

It dawns on the world that guys resort to doing crazy stuff at "vegetarian" festivals. Most onlookers agree it'd be better if they ate meat.

TAXIDERMISTS TO THE RESCUE

Most people prank 'em, but they are an endangered species.

Pallavi Singh

THE HOTTIE WITH A HEART WANTS SCIENTISTS TO INVENT MORE GIRL-FRIENDLY GADGETS.

The face of the supermodel has changed, thanks to the seven of you. We—and men everywhere—are eternally grateful. How's the modelling biz treating you?
It's the fashion industry, actually, and it's great to see Indian girls being taken more seriously in the global market. And I feel the competition is really healthy.

Which model do you admire the most?
Kate Moss. Although she's just 5 ft 7 in, it is rare in this industry to reach where she is now with that height. But with her confidence and attitude, she showed the world her worth. It's about that "if you have it in you, no one can stop you" attitude.

Seven girls on one cover is a dream, but you've helped us pull it off. It's refreshing, to say the least. Do you agree?
Of course it is. Any change is refreshing and you'll agree with me when the MAXIM copy with seven hot Indian girls on the cover is flying off the shelves.

We don't doubt it. Being a model must be real fun, right? Or is it so tough overall that you begin to hate it?
I love everything about this profession—the confidence, the attitude, the aspect of self-employment, the attention, the dose of glamour... the list goes on. To be honest, there's not much to hate.

What attracts you to a man?
Intelligence, simplicity, manners, communication, dressing, overall personality, and, not to forget, his eyes!

Whoa, eyes? We don't think we've heard that before. We'd better rinse the hangover from ours. We have to ask: MAXIM did a funny story on all the weird inventions a guy would want—like an invisibility cloak, fatty food that doesn't make you fat and the like. What new technology would you want in your life to make things much easier?
I would want a gadget that can love me purely, because men these days... you get my drift, right?

*"We are lucky to have so
many new muses in the
industry, here and now!"*



ADITI SHAH





MARKS & SPENCER
bra, PROMOD skirt



Aditi Shah

THE SENSUAL MAIDEN WHO'D LIKE
HER GUY TO BE A REAL MAN.

Right off the cuff: This is undoubtedly going to be one of our most memorable covers. Which one ranks as your favourite MAXIM cover?

I loved the sixth anniversary cover with Sonam Kapoor looking absolutely gorgeous without being overt. It showed how sex appeal isn't just about how many—or how few—clothes you're wearing. It is about the right attitude.

You know, MAXIM has had models on its cover only once before, in 2009. I think it's like a breath of fresh air for your readers to see some new faces. It is truly exciting that MAXIM is embracing Indian models for its seventh anniversary. And I am delighted to be a part of it!

You grew up in the US, and count Alessandra Ambrosio as one of your favourite models. Have any other models inspired you?

In the fashion world, I adore Freja Beha for her unique and powerful style and sensibilities. For any model in India, Lakshmi Menon is an inspiration, but we are lucky to have so many new muses in the industry, here and now!

What don't you like about Indian men? Actually, it applies to all men. No offence to any male models out there, but I could never date a guy who takes longer to do his hair than I do... or someone distracted by his own reflection in the mirror.

What do you—and your female model friends—think of MAXIM?

MAXIM has an outstanding reputation as one of the best men's magazines globally. I know everyone reads it for the articles! It's a good thing MAXIM crosses some cultural lines when it comes to conservative India. I doubt we'll ever be as liberal as South Americans (hello, Brazil!) but seven models on the cover is a great start.

Quick, you're not a model... what would you like to be?

I love yoga and would absolutely dive into that if it were not for modelling.

2006



THE HAPPIEST DAY FOR MEN
MAXIM makes its not-so-quiet entry into India, and into the loins of men. Priyanka Chopra rules india.

B'ROOM ANTICS REINVENTED
We rescue your sorry ass from non-consummated horniness by teaching you to be your own girl, or by reading her mind in bed. Watch her pupils or read her hips.

SOILED SUPERHEROES
The reason why superhero-ing is serious work comes out. So much for "Forever-erect Man" and "ScrotumHolder."

BOYS HATE THEIR TOYS
Naturally, that's a big, fat lie, but no one discovered the orgasmic capabilities of gizmos till MAXIM did its tech special. Six years later, we debuted the FantaTech Awards, with the best gadgets on Earth and two really hot girls.

MEN'S WEALTH
For the first time in the history of Indian publishing, girlfriends read their guy's mag. Perverts are mortified.

ETERNAL LIFE MADE EASY
The answer to all your stress, pain and greed is a really good laugh and simple fixes to big problems. Yes, MAXIM is at the forefront of all real-man things, including helping you keep all your bad habits.

LESS EFFORT, MORE MUSCLE
Fitness enthusiasts get a boost after MAXIM gives them the best workout to date. As also the best excuses on Earth to weasel out of exercise.

HYENAS AT HOME
Some blokes in Africa have dangerous wild animals as pets. We don't suggest you try it, as you don't have the arm strength. Nor do you have nuts of titanium.

LINGUIS MAXIMUS
We developed a new way for you to learn the alphabet (it pretty much sums up our entire world, too). A for alcohol. B for boobs. C for cricket. D for dogs. Ex-girlfriends. Fast cars. Google. HD TV. Ice box. Jeans. Kinks. Laughs. MAXIM. New stuff. Orgasm. Pranks. Quickie. Rock. Sex. Tobacco. Underwear. Videogames. Wikipedia. XXX. Yacht. Zip.

THE SOUND OF VIOLENCE
The sound you hear when you crack your knuckles is the sound of nitrogen gas bubbles bursting. So, the next time anyone points to your beer belly, explain it's the storage for the three percent nitrogen your body has. Proceed to fart if he doesn't believe you.

STYLE-READY
The No. 1 men's magazine in India—us, fool!—dished out style ideas. No.1? Wear undies.

M
♠

THE POKER



EXILES

♠
W

A silver laptop sits on a green felt poker table. The background is a tropical sunset with palm trees and the ocean. To the left of the laptop are stacks of red and white poker chips. To the right is a glass of whiskey with ice, a cigar, and a leather wallet.

WHEN THE US GOVERNMENT BANNED ONLINE POKER,
A BAND OF YOUNG CARDSHARKS PACKED THEIR COMPUTERS
AND HEADED FOR PARADISE.

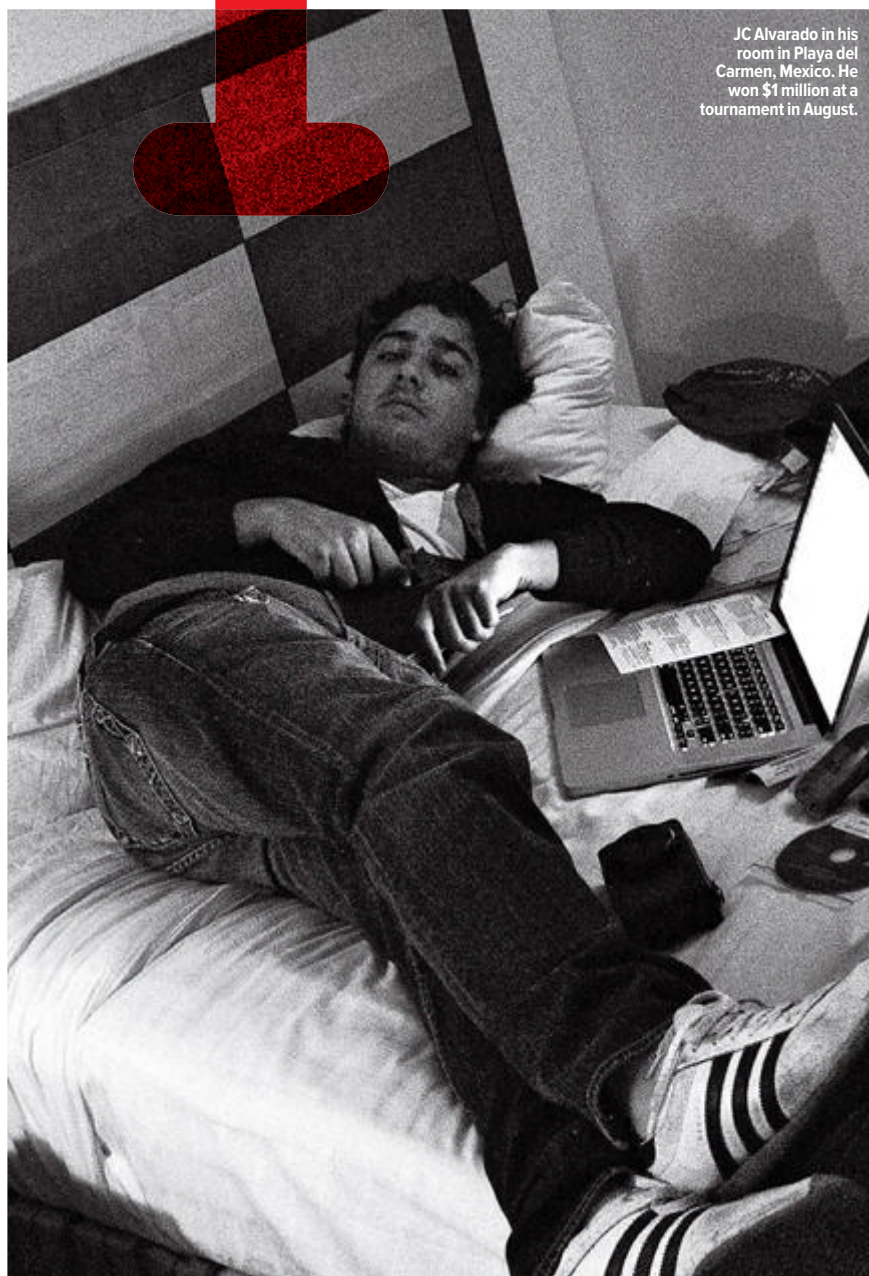
NOW THEY MAKE UP TO \$30,000 A DAY, WITH TIME
LEFT OVER FOR PARTYING ON THE BEACH.

MEET THE ONLINE OUTLAWS.

♣ ♦ ♠ ♥ ♣ ♦ ♠ ♥ *Text* DAVY ROTHBART ♣ ♦ ♠ ♥ ♣ ♦ ♠ ♥

The morning of April 15, 2011, was one of those perfect mornings at the beach, the kind of day when all seems right in the world.

JC Alvarado in his room in Playa del Carmen, Mexico. He won \$1 million at a tournament in August.



Aaron Been, a rising star in the burgeoning world of online poker, was splashing in the surf with his new girlfriend, Katherine, and a few of their friends in St. George Island off the Florida Panhandle. When they clambered ashore, a friend of Been's approached with a look of concern on his face and asked, "Hey, did you hear the news?" The friend told him that there was something on the radio about all of online poker getting shut down. Been shook his head and said, "No, that can't be right."

His friend wasn't a poker player, and Been guessed that he was simply confused; false rumours of online poker's demise had circulated often over the years and Been had learned to ignore them. In spite of that, for Been, a quiet, nagging sense of uneasiness began to darken an otherwise beautiful day.

Hours later, when Been got back to his Tallahassee apartment, opened his laptop, and logged on to PokerStars.net, he was greeted by a message from the US Department of Justice declaring that the domain had been seized for violation of the US's Illegal Gambling Business Act. With stomach churning, he quickly went to the Full Tilt Poker and Ultimate Bet sites. Both bore the same stark message. The online poker forum *Two Plus Two* was awash in panicked postings. Frantic instant messages from friends in the poker world began to flash across his screen. Many of them had tens of thousands—for some, hundreds of thousands, even millions—of dollars in online poker accounts that could now be the property of the US government. For all of them, online poker was their livelihood, their day job, and their consuming passion. And almost overnight, their lives had been thrown into turmoil.

If someone could read between the lines and actually explain what was happening, Been figured, it would be his close friend, JC Alvarado, the talented Mexican-born poker prodigy who'd been his roommate

for the previous couple of years in Las Vegas. Alvarado—tanned and athletic, known to be kindhearted and gregarious—got right to it. “Game over,” he told his friend. “The poker world as we know it has come to an end.” Alvarado’s gut feeling was dead-on—April 15 soon became known as Black Friday, as life-altering for poker players as stock-market crashes had been for traders, bankers and corporate investors. But before hanging up, Alvarado gave Been a few words of reassurance: “Don’t worry, we’ll come up with a plan. Remember, we’re down but not out.”



BLACK FRIDAY WAS not the first time JC Alvarado had been knocked to the mat. Five years earlier, at the age of 20—long before he was sponsored by Full Tilt and Poker Stars and won million-dollar tournaments—Alvarado had crawled back to his hometown of McAllen, Texas, dead broke. His mom, who’d brought him to the United States from Mexico City when he was a little boy and had raised him alone on a secretary’s wages, was disconsolate at the path he’d taken: Dropping out of film school in Los Angeles to play poker full-time and promptly losing all his money. She simply thought his plan to make a career out of gambling was insane.

In fact, while Alvarado had yet to strike it rich, online poker was a big business, with millions of Americans—both amateur hobbyists and hardcore pros—logging in daily to test their skills and make some cash. And Alvarado was convinced he could make a go of it. After his mother picked him up from the airport, they talked deep into the night. He detailed poker’s mathematical intricacies and explained that it wasn’t the same as buying scratch-off tickets or shooting dice. The trouble was, he’d gone bust, and in poker you need money to make money. After his mom’s tears had dried, she disappeared, and then returned carrying a thick stack of cash. All in all, it was close to \$5,000—her life savings. “Consider this a loan,” she said. “When you win enough money, you can pay me back.”

Alvarado’s eyes were wet as he hugged her and said goodnight. He went into his childhood bedroom, set the cash on his desk, flipped on his laptop, and squeezed the last 11 bucks from his online poker account to enter a tournament. By dawn, he’d won the whole damn thing. He burst into his mom’s bedroom and shook her awake. “Mom!” he cried, “I just won \$18,000!” He handed back her money. Two days later he entered another tournament and won that one, too, cashing a pot for 21 grand. In a flash, the life he’d envisioned as a professional poker player had arrived. The next stop was Las Vegas.



PANORAMA TOWERS, a cluster of luxury condo high-rises set directly opposite the Interstate 15 from the Vegas Strip, were built at a cost of \$600 million in 2006. And Hollywood stars such as Leonardo DiCaprio were rumored to be among their initial tenants. The Towers’ proximity to surrounding casinos attracted Aaron Been, who back home in Florida had been thriving in online poker games, eventually turning \$11 in free chips into a \$100,000 stack. With his interest in academics flagging, he quit college and in the spring of 2007, he moved to Vegas and signed a lease for an apartment in Panorama Towers. There he met Alvarado and a young poker player from the Carolinas named Steve O’Dwyer.

The three began pooling their knowledge, learning from each other’s strengths and weaknesses as their bankrolls soared. Close at hand were the enticements of Vegas’ 24-hour playground—bright lights, limousines, world-class restaurants and nightclubs. For 21-year-olds who’d suddenly found themselves with deep pockets, the city was like a dream come true.

“Vegas is like no other place in the world,” says O’Dwyer, who’d moved to the city following a stint at East Carolina University. “In college there were times I’d

day. I’d wake up at 4 pm and find 10 guys in my living room smoking weed and playing Xbox.” While the Panorama Towers management had imagined creating a haven for businessmen and Hollywood types, the buildings were soon home to a strange blend of poker geeks and high-class strippers. “In the lobby at 5 am,” Alvarado says, “you’d be as likely to find a drunk, half-naked stripper gluing her high heels back together as a drunk, half-naked poker nerd carting in a giant box of Magic the Gathering cards.”

Along with all the dorm-style antics, the Panorama Towers became a poker Hogwarts, where the world’s best young players compared notes, honed their skills and debated strategy. Superstars like Justin Bonomo, Ike Haxton, and Scott Seiver emerged. After feeling like outcasts, many of the poker players at Panorama Towers were experiencing the powerful sense of community that came with meeting people just like themselves. This kind of explains just how devastating the day called Black Friday was to all of them.

“One day life was normal,” says Been. “And by normal, I mean it was great. The next day the whole world was turned upside down.”

“DON’T WORRY, WE’LL COME
UP WITH A PLAN.
REMEMBER, WE’RE DOWN
BUT NOT OUT.”

have trouble finding people to play poker with. In Vegas, poker finds you.”

Still, they always preferred online action to live poker. “I’ve never felt that playing poker in person is much fun,” Been says. “The higher the stakes, the more pressure, the less fun it is. To be honest, it’s unpleasant to be around angry people who are losing their money.” Online poker also allowed them to play multiple hands at once. Often they’d play 20 tables at the same time, their computer screens a dizzying mélange of whirling clubs, hearts, diamonds and spades. Live poker, by contrast, seemed to proceed at a glacial pace.

It was an exciting, chaotic time, Alvarado recalls. “Imagine a high-rise luxury frat house,” he says. “We’d play poker online all day and then party all night. I left my apartment door wide-open 24 hours a

ACCORDING TO THE US Department of Justice, PokerStars, Full Tilt, Absolute Poker, and the other major poker sites were allegedly guilty of massive bank fraud, money laundering and violating gambling laws. Its solution: An overnight shutdown of virtually every site, federal charges against their operators, and an outright ban on online poker. To run a poker site inside the US—which had the maximum number of online poker players in the world—was now illegal. Been, Alvarado, the whole Panorama Towers crew, and thousands of players like them across the country found themselves stripped of their livelihoods, along with large chunks of their fortunes. “It was like getting fired by complete surprise,” says Been, “and at the same time having all your friends get fired on the same day as you.”

Poker pros weren’t the only ones upset.



Aaron Been
on the beach.

“IT WAS PROBABLY
THE BIGGEST RUSH I’VE
HAD PLAYING POKER,”
SAYS BONOMO OF HIS
\$2 MILLION WIN.

A Democrat Congressman called Barney Frank from Massachusetts, an avid poker player himself, said that targetting poker sites was a waste of resources. “We should go after the people responsible for empty houses, not full houses,” Frank said. “What are we protecting the public from—the scourge of inside straights?”

Despite the outcry, authorities allege that some of the poker sites were guilty of malfeasance ranging from minor carelessness to epic Bernie Madoff-style highway robbery. While PokerStars, which is headquartered off the coast of Ireland, quickly reimbursed its players for any money they had in their online accounts, made amends with the Department of Justice, and was permitted to resume business, its competitors didn’t fare so well.

Full Tilt Poker, for instance, had a giant Ponzi scheme whose leadership lined their own pockets with hundreds of millions of dollars they’d raided from player accounts. The company’s senior employee was charged with financial crimes and is facing serious jail time. In July 2011, PokerStars reached a deal to purchase the company, agreeing to reimburse its former customers

to the tune of \$550 million. “I’d like to get my money back,” says Haxton, who had more than a million dollars frozen, “but I have little faith in that happening.”

In the months that followed Black Friday, the online poker community gradually edged toward a plan of action: If the US wouldn’t allow online poker, they would move to other countries. Panorama Towers became a flurry of activity as books, bongs and furniture were boxed and put into storage, and plane tickets were bought for exotic locales.

One night in mid-July 2011, a dozen players sipped drinks at a quiet patio bar at the Artisan Hotel. They reminisced about crazy parties, crazier Vegas acquaintances, and hilarious high jinks from the past few years. The vibe was both weary and hopeful, triumphant and bittersweet.

Though none of them was eager to separate, they were bound for far-flung corners of the planet—Haxton to Malta, Bonomo to Toronto, O’Dwyer to Ireland, and Seiver to Europe. Others were headed to Costa Rica, Thailand and Argentina. As for Been, who’d always loved the ocean, he was tagging along with Alvarado to a tropi-

cal paradise called Playa del Carmen back in Alvarado’s native land, an hour south of Cancún. Black Friday had created the ultimate irony for that part of the world: An American citizen actually moving to Mexico to find work.



A YEAR PASSED. On a summer afternoon, Been, Katherine, Alvarado and a Finnish player named Retu picked their way through the Mayan ruins of Tulum, a short ride from Playa del Carmen. Beyond the ruins, the four headed down a steep bluff towards a remote beach to cool off for a while in the ocean before hitting a beach-front bar. This has been their life as online poker’s refugees.

But as sunny and placid as paradise can be, the transition hasn’t been completely smooth. Alvarado moved first, renting a spacious condo in a community of luxury villas that were swamped during peak season and barren in the off months. “I’d go a week at a stretch without talking to anyone,” he says. “To the grounds crews, I must have seemed like a vampire, up all



NUMBERS GAME

49 Million

Total number of members
on PokerStars.com

Zero

Number of US online poker
players on April 15, 2011

Five

Number of countries that
have banned online gambling

\$3.6 Billion

Estimated size of the online poker
market in 2010

\$391.94 Million

Estimated size of the online poker market in
Germany in 2010, second only to the US

\$4.18 Million

Amount 21-year-old Brian Hastings won in
a single online poker session in 2009

night playing poker, sleeping all day. At times I thought I might be going crazy.”

Relief finally came when Been bought a one-way plane ticket out and joined him, followed by Katherine a couple of months later. Having friends around made all the difference. And while Been faced the kind of small daily challenges that come with living in a foreign land, Playa del Carmen also offered a welcome chance to set aside some of the habits of excess he’d developed in Vegas. He was drinking less, eating better, and exercising steadily for the first time in years, dropping some 20 kilos in a matter of months.

While going into exile has fragmented their community geographically, Been and Alvarado agree that it’s created more balance in their lives. “At Panorama,” Been says, “my life was all poker. Now I read more, I swim, I go snorkelling, I’ve learned to cook.” He and Katherine even take weekly trips to explore the jungle.

“We’re more curious than we ever used to be about health and fitness,” says Alvarado. He’s gotten into MMA and become a student of nutrition. “I’ve learned there’s more to life than just playing cards.” The sun dangles low in the sky, and he looks out across the glittering sea for a moment. “Of course,” he says with a grin, “don’t get me wrong. I’m still only 27 years old. That’s not too old to rumble.”



THERE HAD BEEN talks in many circles that these online studs would falter once the poker ban steered them back toward live tournaments. The online game and the live game were considered vastly different, and their skills online, people felt, were unlikely to translate. Slowly and steadily, though, the former Panorama Towers crew began to prove everyone wrong. First O’Dwyer came up big, winning more than \$250,000 in Las Vegas. Soon after, Seiver struck gold in Vegas as well, with a \$1.6 million win. The next spring, Bonomo, playing a tournament in Monte Carlo, took home more than \$2 million. “It was probably the biggest rush I’ve ever had playing poker,” says Bonomo. “Of course, I’d still like to win a World Series of Poker bracelet.” Been, though yet to cash in big, says he’s playing some of the best poker of his life. As for Alvarado, in August he won \$1 million at a tournament in Barcelona, his biggest win ever.

What does the future hold for online poker in the US—and, by default—the rest of the world? It’s hard to know for sure. In one scenario, all the laws forbidding it will soon be scrubbed away, ushering in a new golden age with millions of new, poorly skilled players—prime bait for cardsharks. This kind of purely speculative optimism leaves Aaron Been sceptical. “Yes, that’s one

possible outcome,” he says. “Another outcome is that they don’t legalise it. Or that they legalise it, but the casual players don’t return. Who knows?” The loss of US-based players seems to have had a domino effect. According to one market tracker, in the past year online-poker traffic has declined worldwide by at least 23 percent.

For now, the poker exiles are doing the best they can. Been’s and Alvarado’s greatest sympathies lie with the thousands of players who never reached their level of poker success but still relied on online poker to supply or supplement their modest incomes. “After Black Friday,” says Been, “these people didn’t have the resources to just pick up and move to an island.”



BACK FROM THE beach, Been and Alvarado squeeze in a few hours of cards online before going out to hit the town. Been enters one tournament with a \$1,000 buy-in, along with a couple dozen with \$25 to \$50 tags. Watching someone play 25 poker tables at once is kind of like watching a surgeon simultaneously operate on 25 patients—Been’s movements, calm and assured, are so lightning-quick, it’s almost impossible to follow the action. Though he goes bust in the big tournament, he takes first place in one of the smaller ones and finishes up with \$6,000, not bad for a few hours’ work.

Alvarado has netted only \$1,800, but he’s been distracted by the Manny Pacquiao vs. Timothy Bradley boxing match. With no clear rooting interest, he’s bet \$650 on Bradley. When Bradley is controversially declared the winner, Alvarado—three grand richer—lets out a surprised whoop and cries, “It’s bar time!”

Dressed casual but cool, Been, Katherine and Alvarado hit the streets, wading through packs of drunk, sunburned tourists. At a club called Coco Maya, they meet up with some fellow poker refugees and head on to the Jack Daniels Club, where a dozen more friends are hanging out, watching an energetic band blast covers of ’90s alternative-rock songs from bands such as Nirvana, Sublime and Radiohead.

A strange thing has happened in Playa, Alvarado explains. Several months ago, he posted on the Two Plus Two message boards, describing life as poker players in paradise and inviting others to join them. A trickle soon appeared, and before long the trickle had become a flood. Oddest of all, players were coming not only from the US, where online poker was banned, but also from Europe and other places around the world where gambling on poker remains completely legal. Without really intending to, Alvarado and Been had created a worldwide poker destination for the second time, just as they’d done at the Panorama

TALK A GOOD GAME

Bluff them with pro poker lingo.

Ace Rag
An ace with a weak kicker

Walking Sticks
A pair of sevens

Cowboys
A pair of kings

Bicycle
The A-2-3-4-5 straight

Broadway
An ace-high straight

Biscuit
A \$100 bet

Pocket Rocket
A pair of aces in the hole

American Airlines
A pair of aces

Sailboats
A pair of fours

Fish
An inexperienced player

Canine
A king and a nine

Ducks
A pair of deuces



Towers. More than 40 players now call the town their home, gathering for some pretty massive beach volleyball games in the afternoons and wild, drunken revelry at Playa’s all-night clubs.

Still, living in paradise is like a vacation that lasts for years—at some point you just want to return to the real world. Alvarado, for his part, has started to think about moving to Mexico City, where there are fewer poker players but a greater cross-section of artists and thinkers.

That point may be just around the bend, but tonight it hasn’t quite arrived. The band starts into a slow number—Radiohead’s “High and Dry.” Alvarado throws an arm over Been’s shoulder: “This is how I felt after Black Friday,” he laughs. “High and dry as fuck. But it all turned out okay. Am I right?”

“You’re right,” Been replies, and they clink their whiskey glasses, chug down what they can, and sway to the music.

Tomorrow there will be more time for the beach, more time to swim, more time to read and surely more time for poker. Tonight, though, there’s “High and Dry,” and in just a minute, there will also be time for one more round. 



**More real and
personal than
ever before, Hindi
cinema is still a
work-in-progress.**



**As the
movie
world
celebrates its
centenary, a look at
the
evolving
dialect
of the
new
box-office hit machine.**

**The bottom line?
You ain't seen
nothing yet.**

Text
SHAIKH AYAZ

Illustrations
**FARZANA
COOPER**



"Hindustan mein jab tak canima hai, log chutiye bante rahenge!" says Tigmanshu Dhulia's character, Ramadhir Singh, (tongue firmly in cheek) in *Gangs of Wasseypur II*. Or something to this effect, translated for the benefit of non-Hindi speakers: "Till cinema exists in India, people will be made fools of easily!"

You can witness the above-mentioned scene in a packed single screen at a posh suburban Mumbai neighbourhood. It'll probably draw the maximum applause. People will whistle and hoot without realising that Anurag Kashyap, *Gangs of Wasseypur II*'s director whose works express his small-town India experience, was taking a shot at the very people who were relishing that scene.

The audience was the butt of the joke. And the audience is us, or people like us, or our neighbours or friends for whom cinema has so far meant flights of fantasy. The thing is, we did not find anything offensive in that line. In an earlier time, we would have probably torn the cushions off the seats (depending on which kind of cinema hall, living room or roadways bus we were in) or we would have flung stones at the screen, because we would have perceived it as an insult. How dare someone call us a "chutiya?"

But, no, we didn't make any noise. In fact, we laughed and whistled, chomping on *samosas* and popcorn.

That's because we—you, each one of us—got the joke. You got the irreverence, wackiness and bleak humour of the film. You knew what the film stood for, or at least you had a fair idea. You had a conversation with the film and you could have that conversation because your idea of cinema is changing. Because politics is changing.

Because you are changing.

It isn't any surprise that both parts of *Gangs of Wasseypur* (GoW) were critical and commercial successes. They worked in both single-screens and multiplexes. "Quite undoubtedly the moment of the day has been the film *Gangs of Wasseypur*, which is Indian Cinema at its best, honest, stark and as painfully real as possible," tweeted a visibly-impressed Amitabh Bachchan, a superstar who's given us memorable cinema for more than four decades and more than a couple of characters we—and cinema—will remember forever.

GoW tells the story of lowlifes who kill and get killed

to rule what Kashyap has called—in a Naipaulian statement—a "small world." For many, the film underlines the change that is taking root in Indian cinema. Among its several achievements is that it managed to blur the line between commerce and art and, in a sense more importantly, between what is acceptable and what is not. At face value, the film had nothing going for it. It didn't boast of a big star. Except Manoj Bajpai, there were actors who—until before this cinematic outing—you may have seen in supporting roles or pivotal but small roles. The film's music was not Punjabi cool but mainly Bihari, which urban India finds un-cool.

Despite that, GoW worked because it believed in the change it was representing. The change rested as much on the audience's side as on the filmmaker's. There are many films like GoW which have broken the rule. *Shanghai* (released in 2012) is one, which dealt with the issue of development, and was made in a language that people like us can understand. Its director, Dibakar Banerjee, has been very vocal about how this change will take Indian cinema forward.

Banerjee is not alone, of course. If you talk to anyone in the movie business—from the really big-ticket directors and A-list actors to nameless technicians and studio hands—today, they will all tell you that a great change is underway. And they are very clear that it is not like a tiny ripple, but a big surge that's ready to drown your senses with creativity, attitude and really good visual quality. And it is a surge that says you're ready to go with the flow.

How did this change come about?

With Indian cinema celebrating its centenary, it's as good a time as any to take stock



of how we arrived here. Hindi cinema is generally understood to be escapist. It has been said that traditional audiences never go into a theatre to be confronted with the same realities that torment them in real life. They walk into those dark halls looking for an escape, a ladder with which they can clamber up the cloud of fantasy. Top stars like Shah Rukh Khan have often said, in support of commercial cinema, that there are enough tears and troubles in the world, so why add more?

Khan may be dedicated to his fans but the wind is slowly blowing towards realism. Like politics, Bollywood is, in the words of director Dhulia, having its very own “anti-incumbency” movement. By which he means the voting out of the old and the clichéd in favour of the vibrant creativity of young minds.

“There are many factors for this change,” says Dhulia, who made *Paan Singh Tomar* in 2010, “It did not happen overnight. It took time. It began first with the mushrooming of multiplexes which gave rise to smaller films. If there weren’t these smaller films, there wouldn’t be *GoW* or *Paan Singh Tomar*. Then, technology brought in its own changes. Most crucially, the love stories and romantic comedies we were used to seeing post-liberalisation stopped working and that called for further changes. Now, cinema has become real. It talks about the small town and the kind of small characters that rarely found space in the cinema of the post-liberalisation era.”

Now, realistic content in cinema is what people look forward to. Slice-of-life is the new buzzword, and the story-rich middle-class the real drivers. In *Do Dooni Chaar* and *Band Baaja Baaraat* (both released in 2010) the characters harbour middle-class aspirations. They are like us. They speak our language and they laugh and cry at the same things that make us laugh and cry. In *Jab We Met* (2007), Imtiaz Ali takes us through the great Indian train journey while in *Dev D*



(2009), the urban morality pretty much reflects our own. It's not that only positive narratives are emerging from small towns. *Udaan* (2010) looked unflinchingly at the narrow-mindedness of a small place and a father's tyranny towards his son who aspires to be a writer. Made on a shoestring budget, *I Am Kalam* placed the metaphor of education, hope and optimism right at the centre—with the story of former president and the inspirational nowhere-to-the-top persona of Dr. A.P.J. Abdul Kalam as its idea.

One of the reasons for the change is that small-town India has become accessible to urban India. Where there was a disconnect once, there is now a reunion between the two. The quotidian life is now worth capturing. Habib Faisal, director of *Do Dooni Chaar* and *Ishaqzaade* (2012) told rediff.com last year, "I find it exciting to find drama in everyday life. That everyday life could be some tycoon's life or some poor person's."

If you count the sheer number of directors who either hail from or have lived in a small town at some point in their lives, it would leave you gasping for breath. Anurag Kashyap, Imtiaz Ali, Tigra Manshu Dhulia and Nila Madhab Panda... the list is endless.

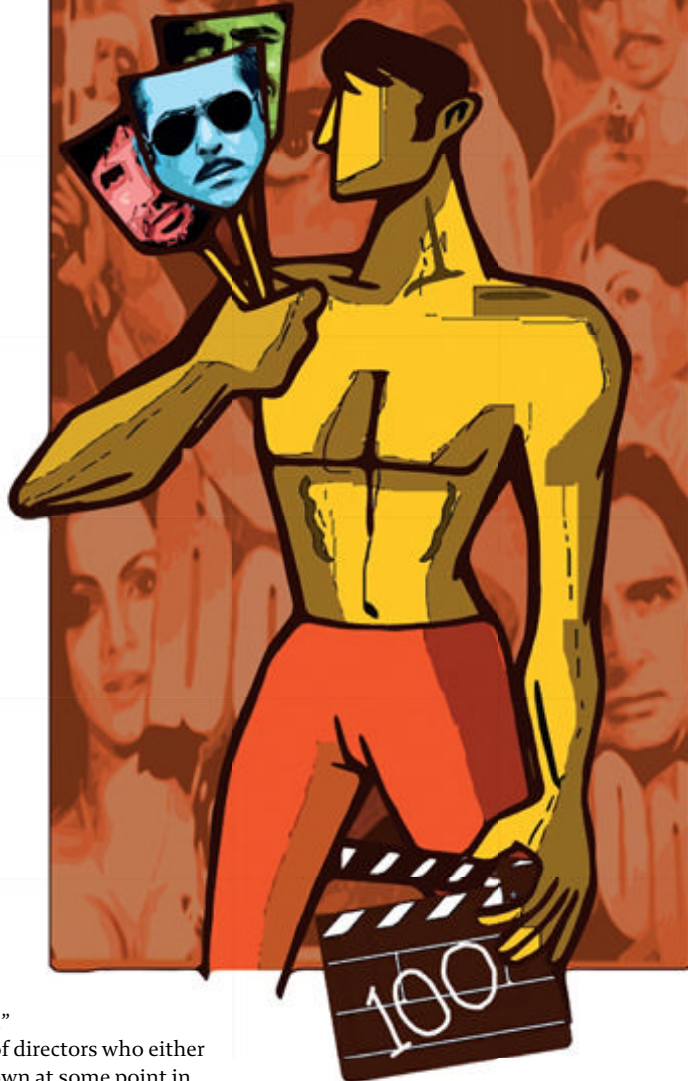
Says Ali, "Our films talk about our life experiences or what we have seen," he says, recalling Thoreau's precious words: "How vain it is to sit down to write when you have not stood up to live."

"If you don't look inward and don't make films that you believe in, it is unlikely to resonate with people."

The people learn to speak your language.

Rockstar. I Am Kalam. Shaitan. Dhobi Ghaat. Zindagi Na Milegi Dobara. These are films not made by Subhash Ghai or the late Yash Chopra. They are made by young directors who can be called auteurs, for their films express their philosophies. The Akhtars, for instance—Zoya and Farhan—make films about friendships. Coming from a broken home, their parents' (Javed Akhtar and Honey Irani) separation led them to make their own little world full of impish cousins and friends. Today, friendship is a recurring theme in their films. Akhtar explains, "Zoya has a big circle of friends, friends she's very close with and friends she's been with for many, many years. There was a point when friends became family to us. Which is why when we make films, it's always about close friendships."

According to renowned filmmaker Shyam Benegal, the cinematic landscape has changed in a way such that it is inspiring young filmmakers to carry out experiments, a freedom that wasn't perhaps available to people like him. "Filmmakers themselves are becoming much more creative



without being worried about the returns," he said in an interview recently. "They are working in such a way that they are in tune with where their audience is. They are also finding audiences more or less of their own generations which has not happened in India before. When we were young we were making cinema for the middle-aged."

It is true that the young embody change. There is enough evidence to suggest that it is often the new and the young that have helped shape the history of cinema. If not for two landmark debuts, one of Orson Welles with *Citizen Kane* in 1941 and the other Jean-Luc Godard's with *Breathless* in 1960, the course of cinema anywhere, in any land and culture, may have taken a different turn. The same goes for Indian cinema.

Some of our most innovative and impactful films have been made by first-timers. The list is a veritable who's who...*Pathar Panchali* (Satyajit Ray), *Swayamvaram* (Adoor Gopalakrishnan), *Shiva* (Ram Gopal Varma), *Dilwale Dulhania Le Jayenge* (Aditya Chopra), *Masoom* (Shekhar Kapur), *Jaane Bhi Do Yaaro* (Kundan Shah), *Maqbool* (Vishal Bhardwaj) and *Munna Bhai MBBS* (Raju Hirani). Difficult to think of Indian cinema without any of these films, or the work of these exception-

al and unchained filmmakers.

"The young have to come in the forefront. New ideas have to emerge and they cannot come from old minds," says Irrfan Khan, the celebrated actor who has won awards for his work in varied roles.

The change of guard has happened.

The question is: When exactly did it happen? Why are filmmakers like Subhash Ghai and Suneel Darshan looking for a change, why have their patent movies run their course? The answer lies in the rows of viewers who have forever determined the fate of films, actors and everyone connected with the movie business. Evolving public taste. There you go. This public resides mostly in the cities, the multiplex-goers. The rural centres still froth over formula flicks.

That's not the case with the city audience which belongs to the educated and professional class. When the media wishes to conduct a vox-pop, it is the slick city-dwellers that they turn to, shoving their microphones for bytes. It is this audience that sets the tone for the rest of the nation. It keeps the filmmaking machinery on its toes by constantly pressing for newer ideas.

"It's true that the urban perception plays a big role in the perceived success of a movie today," says trade analyst Atul Mohan. "It has become a trend for filmmakers to target mainly the urban market. But don't underestimate the smaller towns. They are still the lifeline."

India has about 13,000 screens and the numbers are growing. Mohan believes there is scope for all kinds of cinema to thrive. "The *Dabanggs* and the Salman Khans of the world will continue to dominate much of those screens because commercial films will always work." Having said that, he points out that even *Dabangg* was a good film—judging by the pantheon of cinema that has made Salman one of India's biggest stars—and that's why it worked. "It was a much better Salman film than anything that has been seen in years." Its cinematic style is entirely of the Kashyap school of storytelling, directed as it was by Abhinav Kashyap.

Which brings us to another significant question: The lure of working with good directors. It started with the very prescient move by Saif Ali Khan in *Omkara*, which turned around the fortunes in his career. Saif, who was earlier scoffed at for his acting abilities, was suddenly counted as a respectable actor. Shah Rukh Khan shed his Raj-Rahul image to work with Shimit Amin in *Chak De! India* while Ranbir Kapoor is a prime example of an actor yearning to balance art with commerce. He has been wildly successful, producing memorable characters very early on in his acting career. His work, in fact, may have egged on a whole new generation of actors to break the mould.

Stars as actors and actors as stars.

Certainly, the boundaries between stars as actors and actors as stars are blurring. "How long can actors do the song and dance routine? They are actors, after all, which means they have to be known for their acting skills. They know that a director can make or break the film. They have also realised that the audience has matured. It wants a surprise from them every time," says celebrated filmmaker Shekhar Kapur, adding, "Like Aamir Khan. He surprises his audience all the time."

Speaking of the filmmaker that is Kapur, it is widely believed that it was his film, *Bandit Queen* (1994), that reinvented the language of modern Hindi films. In its wake followed *Satya*, in 1998, a watershed that people can still quote verbatim from. Kapur admirers say he is a precursor to Ram Gopal Varma, the former poster boy of change.

"Let's put it this way, if there was no *Bandit Queen*, there wouldn't be *Satya* and if there wasn't *Satya*, there wouldn't be Anurag and Manoj Bajpai and many others who were inspired by *Bandit Queen*," says Dhulia, who worked as casting director on *Bandit Queen*.

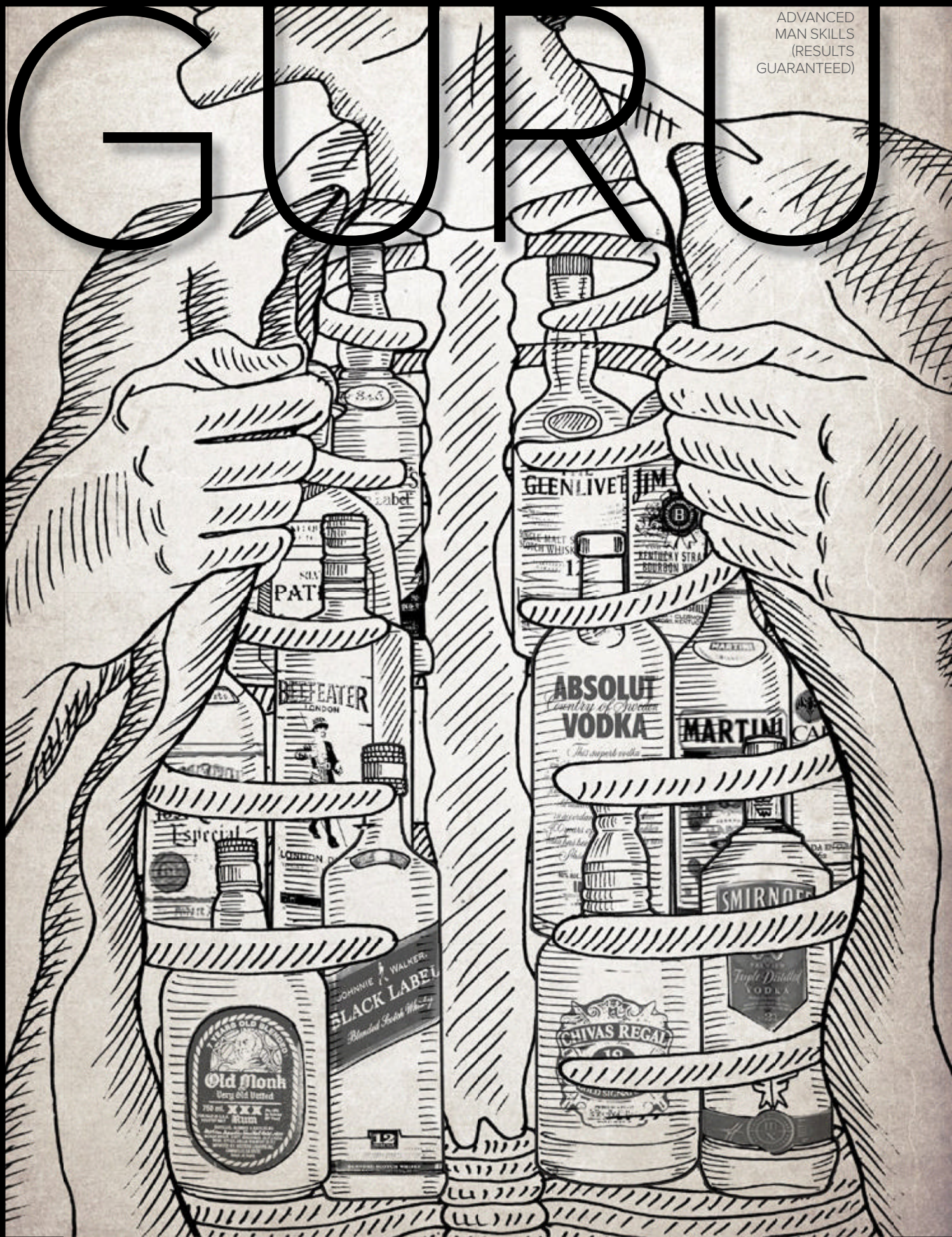
Mohan says the history of contemporary cinema in India cannot be written without *Satya*, *Dilwale Dulhania Le Jayenge* (1995) and *Dil Chahta Hai* (2001). "All the films you see today have a bit of these films in their blood," he says.

In the coming few years, Hindi films are expected to be grittier and more realistic, warns Vasanth Bala, the young director whose much-acclaimed debut *Peddlers* will release in early 2013. "What are we celebrating for? Films like *Shanghai* and *GoW* are still in the minority," he says, "and we need to understand that the language of our films is still evolving. It hasn't fully evolved yet. Even Hollywood is always work-in-progress. Instead of getting carried away, we have to fuel the change further, release good films that have been stuck and give a chance to so many young filmmakers who have original ideas to share."

"There is a long way to go," smiles Bala. 🍿



ADVANCED
MAN SKILLS
(RESULTS
GUARANTEED)



FILL YOUR INSIDES WITH PUNCHTAILS

*Does a cocktail have to be complicated? No. Can great drinks be made from stuff lying around? Yes. To usher in 2013, **Shatbhi Basu** helps us amp up the best and brightest liquor on Earth. Drink up.*

Illustrations Mitrarun Halder



BEERTAILS!

BOILERMAKER

Glass Long Drink/Pilsner
30 ml Bourbon/Tennessee whiskey, topped with a pint of beer

SUBMARINER

Glass Long Drink/Pilsner
30 ml Tequila, topped with a pint of cold beer

FIREMAN'S ALARM

Glass Long Drink/Beer
Mug/Pilsner
30 ml vodka
1 teaspoon Tabasco sauce, topped with a pint of beer

COMFORTABLY NUMB

Glass Long Drink/Beer
Mug/Pilsner
15 ml Bourbon
15 ml Southern Comfort, topped with a pint of beer

EYE IN THE SKY

Glass Long Drink/Pilsner
30 ml Sambuca/Pernod/Raki/Ouzo (or just about any sweet liqueur), topped with a pint of beer

WINE-KICKERS!

SANGRIA

Glass Wine Glass
MAKE IT
1 bottle Red wine
120 ml Orange vodka
500 ml Lemonade
Apple and orange slices
POUR IT
Slice fruits in a jug and pour the orange vodka on top. Add ice and top with red wine and lemonade. Stir, serve or chug yourself.

BLONDE SANGRIA

Glass Wine Glass
MAKE IT
1 bottle White or sparkling wine
120 ml Orange vodka/melon liqueur/orange liqueur
500 ml Fizzy lime/fizzy apple juice
Slices of any seasonal fruit or a can of lychees
POUR IT
Slice fruits in a jug and pour the orange vodka/liqueur on top. Add ice and top with white/sparkling wine and fizzy lime/fizzy apple juice. Stir. Best to make just a few minutes before you're gonna drink.



GET HANDY!

IN YOUR BAR

You need just a couple of these: Scotch, bourbon, dark or white rum, vodka, tequila, brandy, beer, white, red or sparkling wine, assorted liqueurs, Angostura bitters, orange bitters and balls of steel.

IN YOUR FRIDGE

Any of these will work: Cola, lemonade, tonic ginger ale, assorted juice, assorted fruit, limes, ginger, chocolate, vanilla ice-cream, milk and—frankly, you need this anyway—water.

IN YOUR KITCHEN

Sugar, cinnamon, cloves, honey, coffee and choco powder.

IN YOUR HEART

Love for the unknown.



HOST LIKE CALIGULA*

Every party needs a spark to set it off. Use alcohol to its potential.

Have plenty of ice handy. Empty your trays into zip-lock bags and stock 'em in the freezer.

Nothing says "I haven't grown up!" like plastic cups. Flash some glassware—tall, short and wine. What's the worst that can happen? Wait, forget we asked that.

Pour like a pro. Why do drinks taste great in bars? Because mixologists insulate them. Get the perfect temperature: fill your glass with ice and pour the mix over it.

Spiking a drink is risky stuff, because you have to clean up after. Announce a "strong round" so people can brace themselves.

* Caligula was a party-rocking, orgy-friendly, S&M-loving Roman Emperor.

HARD-UPS!

BLACK RUSSIAN

Glass Rocks glass

MAKE IT

30 ml Vodka
30 ml Kahlua
Splash of soda

POUR IT

Fill the glass with ice, pour the liquor on the rocks and splash in some soda. Garnish with a Kit Kat finger for effect.

BLACK SCOTSMAN

Glass Short glass

MAKE IT

30 ml Scotch whisky
30 ml Kahlua
Splash of cola

POUR IT

Take an old-fashioned glass filled with ice, pour whisky, Kahlua and add a splash of coke. Stir and take delicate sips... every second till 6 am.

OL' KING COLE

Glass Old-fashioned glass

MAKE IT

60 ml Scotch
1 Slice of apple
2 Slices of orange
8/10 Fresh mint leaves
Fizzy lemon drink to splash

POUR IT

Add orange slices and twist a little before putting into glass or hit them with a tablespoon. Fill the glass with ice and pour the whisky in. Stir. Add a splash of fizzy lemon drink. Chug like your life depended on it.

YESTERYEAR

Glass Rocks

MAKE IT

60 ml Scotch
1 teaspoon Sugar
2 tablespoons Hot water
5 drops Angostura bitters

POUR IT

Add sugar, bitters and hot water to melt the sugar, then fill the glass with ice. Add the whisky and stir.

RUSTY NAIL

Glass Old-Fashioned

MAKE IT

30 ml Scotch
30 ml Drambuie

POUR IT

Fill the glass with ice and add whisky, Drambuie and stir. Garnish with a slice of orange or a stick of cinnamon. Down in one go.

LONG 'UNS!

OT&T

Glass Tall

MAKE IT

60 ml Orange vodka
Wedge of lime
Tonic water to top
Orange bitters

POUR IT

Fill the glass with ice, add orange vodka, squeeze a wedge of lime and drop it in. Top it with tonic water and drop in the orange wedge after gently squeezing it. Dash in a few drops of the bitters.

TNT

Glass Collins

MAKE IT

60 ml Tequila
Wedge of lime
Tonic water to top

POUR IT

Fill the glass with ice, add tequila, squeeze a wedge of lime and drop it in. Top it with tonic water. Stir. You could garnish with a slice of peach... you know, to make it more sexual.

ROCK & A HARD PLACE

Glass Collins

MAKE IT

60 ml Bourbon/Tennessee whiskey
Ginger ale to top
Angostura bitters

POUR IT

Fill the glass with ice, then add whiskey and top it with ginger ale. Dash in a few drops of the bitters and stir with abandon, while flipping your head.

HARD APPLES

Glass Tall

MAKE IT

60 ml Scotch whisky
Apple juice to top
2 slices of apple

POUR IT

Fill a glass with ice and pour in the whisky and apple juice. Add the apple slices or cinnamon stick while resisting the temptation to take a bite. Remember what happened to Adam, don't you?

BLACK MAGIC WOMAN

Glass Tall

MAKE IT

60 ml White rum
Wedge of lime
Cola to top
½ teaspoon Chaat masala

POUR IT

Fill the glass with ice, add the white rum, and chaat masala, squeeze a wedge of lime and drop it in. Top with cola and stir. Garnish with a slit green chilli. Keep one chilli aside to punk your mate.

INDIAN SUMMER

Glass Tall

MAKE IT

60 ml Scotch
Wedge of lime
2 Slices of ginger
Fizzy lime drink to top

POUR IT

Fill the glass with ice and add Scotch. Snap the ginger slices in two, squeeze a wedge of lime and drop it in. Top with fizzy lime and stir.

SUNNY PIRATE

Glass Tall

MAKE IT

60 ml Dark rum
Wedge of lime
Lemonade or orange juice

POUR IT

Fill the glass with ice and add dark rum. Squeeze a wedge of lime and drop it in. Top with lemonade or orange juice. Stir and yell, "Land Ho!" as you fall flat.

HOTTIES!

SUNDOWN SQUIRREL

Glass Old-fashioned

MAKE IT

45 ml Scotch whisky
15 ml Campari
2 Slices of orange
2 Cloves
Hot water

POUR IT

Twist and put the orange slices into a glass. Break the cloves over the orange and add whisky and Campari. Top with equal amount boiling water and stir. Sip at ease.

MUDDY TODDY

Glass Old-fashioned

MAKE IT

45 ml Bourbon whiskey
1 tablespoon Honey
1 Stick of cinnamon
2 Cloves
2 Wedges of lime
Hot water

POUR IT

Squeeze and put the lime wedges into the glass. Break the cloves and cinnamon stick, add honey and whiskey. Top it with an equal amount of hot water. Feeling adventurous? Add some more bourbon.

HOT CHOCOLATE COW

Glass Wine Glass

MAKE IT

30 ml Cointreau
30 ml Amarula/Baileys
Hot chocolate

POUR IT

Fill ¾ glass with hot chocolate, add Cointreau and Amarula or Baileys. Stir and add a dollop of vanilla ice-cream to make it more chick-friendly.

CRAZY WENCH

Glass Wine Glass

MAKE IT

30 ml Dark rum
Hot coffee with milk
A Stick of cinnamon

POUR IT

Fill ¾ glass with hot coffee and add the cinnamon stick, the rum and stir. Add a dollop of cream or vanilla ice-cream. Do not, under any circumstance, use a straw or dig excitedly into the ice-cream. There are cocktails and then there are girls. You have one, don't scare away the other.



Seriously-talented mixologist Shatbhi Basu has great ideas. Give your hangover her regards.



IMAGINE A WORLD, FAR FROM HERE.
AWAY FROM THE HUSTLE, THE BUSTLE, THE TUSSLE OF EVERYDAY.
A WORLD OF VINTAGE TWO WHEELER GEMS
CUSTOM BUILT FOR PLAY.
A PLACE WHERE MUSIC DRIFTS IN THE WIND.
A PLACE WITH A MARKET
UNLIKE THE ONES YOU KNOW.
WHERE FENDERS ARE SWAPPED
CHROME PIPES BOUGHT
AND SOLD FOR A FEW HUNDRED OR SO.
IMAGINE A WORLD
WHERE YOU AND YOUR BIKE ARE NOT ALONE.
WHERE A GLOVED UP, BOOTED UP, PADDED UP ARMY OF RIDERS
ARE WAITING,
WAITING TO CALL YOU THEIR OWN.

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FEEL THE HEAT

Love Thai cuisine and can't get enough of it? Make it at home in less than 15 minutes and get fitter in the bargain. (Relax: We don't mean work out, this'll fill you up so you won't need to snack!)



PRAWN TOM YAM

Get These!

4-10 crushed hot red chillies + 1 cup sliced mushrooms + 2 stalks lemongrass (sliced into 3-cm pieces) + ½ cup sliced onion + ½ cup sliced galangal + ½ cup sliced tomatoes + 6 kaffir lime leaves + 4 tsp lime juice + 4 tbsp fish sauce + 1 tsp sugar + 1 tbsp Tom yam paste + 1 litre of water or chicken stock + 10 deveined shrimps/prawns (take heads off and peel) + 2 tbsp of chopped spring onion + ½ tsp salt + 2 stems of fresh coriander + 4 stems of fresh parsley.

Make It!

Put water in a pot, bring it to a boil. Add lemongrass, galangal, Tom yam paste and onion. Cook until fragrant. Add tomatoes, shrimp meat and mushrooms until cooked. Add fish sauce, salt and sugar. Stir thoroughly. Add lime juice, spring onions, parsley, coriander and lime leaves. Stir through and serve immediately.



We got Chef Phongthom Hinracha, Executive Sous Chef, Red Zen, Courtyard by Marriott, Mumbai International Airport, to make your life tastier. Thank him once you've licked your plate clean.

SOM TAM GAI YANG

Get These!

½ green papaya + 2 tomatoes, cut into thin wedges or strips + ½ cup fresh coriander + ¼ cup dry roasted peanuts, ground or chopped. Optional: ¾ to 1 cup cooked chicken. (Vegetarian? Add ½ to 1 cup fried tofu.)

FOR THE DRESSING:

3-4 cloves garlic, minced + Juice of 1 lime + 3 tbsp fish sauce (or 4 tbsp soy sauce if you're veggie) + 2 tbsp brown sugar + 1-2 Thai red chillies (or substitute ½ tsp or more dried crushed chili).

Make It!

Stir all "dressing" ingredients together. This dressing should be tangy—a combination of sweet, sour spicy and salty, but more sweet than sour (this will help balance out the sharpness of the papaya).

Slice the papaya in half lengthwise and crack it open. Scrape out the seeds and discard. Then turn over each half and peel off the green skin. Grate the papaya, or shred it as they do in Thailand: Simply make many long cuts into the flesh, then thinly slice off the top layer into a bowl.

Combine the green papaya with all the other salad ingredients in a pestle and mortar, reserving the peanuts. Pour over the dressing and toss well.

Taste-test the salad. If you'd prefer it saltier, add more fish sauce or soy sauce. If you'd prefer it sweeter, drizzle over a little more sugar. Toss again. Portion out into bowls and top with the ground peanuts and serve.



PRAWN BLACK PEPPER WITH JASMINE RICE

Get These!

100 gm large prawns, deveined + 2 tbsp cooking oil + 2 cloves chopped garlic + 1/2 cup onion, sliced + 1/4 cup bell pepper, any colour, cut into bite-sized pieces + 1 tbsp black peppercorns, crushed + 2 tsp oyster sauce + 1 1/2 tsp sugar + 1 tbsp soy sauce + 1 green onion cut into 1-inch length + 1 bunch cilantro for garnishing.

Make It!

Heat a wok on a high flame. Add chopped garlic, stir-fry until fragrant. Add prawns and stir-fry until the prawns are completely pink in colour. Add soy sauce, oyster sauce, sugar and black pepper. Stir well. If dry, add a little bit of water. Add onions, bell pepper and stir-fry for 1-2 minutes. Add green onions and again stir-fry for a few minutes. Turn off the heat. Remove to serving plate. Garnish with cilantro. Serve with steamed jasmine rice.



GOLDEN TOFU IN HOT GARLIC SAUCE

Get These!

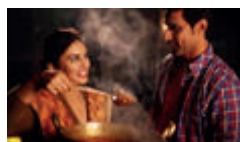
250 gm firm tofu, washed and cut into bite-sized cubes + 1 1/2 tbsp oyster sauce + 1 bunch basil leaves + 1 tbsp peanut paste + 1/2 tsp red chilli flakes + 5 cloves garlic, crushed + cornstarch.

Make It!

Take the tofu cubes and roll them in the cornstarch powder to coat them. Heat oil in a deep-frying pan and fry the tofu pieces. Drain and keep. Heat a tbsp of oil in a wok over medium heat. Fry garlic until golden brown. Add oyster sauce, chilli flakes and peanut paste and then stir. Add tofu pieces. Stir to coat the tofu pieces. Add basil leaves and serve.

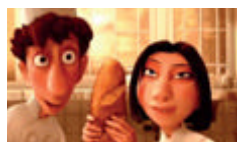
FOOD ON FILM

Grub has been on the minds of filmmakers for quite some time. That explains these movies.



LUV SHUV TEY CHICKEN KHURANA (2012)

The entire film is about a mad-cap Punjabi family and a secret chicken recipe with the tag "Chicken Khurana." This is quite a funny flick with equal doses of comedy and food.



RATATOUILLE (2007)

This one is animated and is about a creative rat who arrives in Paris to discover that his food idol is dead. He then forms an alliance with the restaurant's garbage boy and begins a food journey.



CHEENI KUM (2007)

Older man, younger woman and lots of food! Amitabh Bachchan plays a stuck-up chef who first meets Tabu when she sends back his Hyderabad Zaffrani Pulao back to the kitchen.



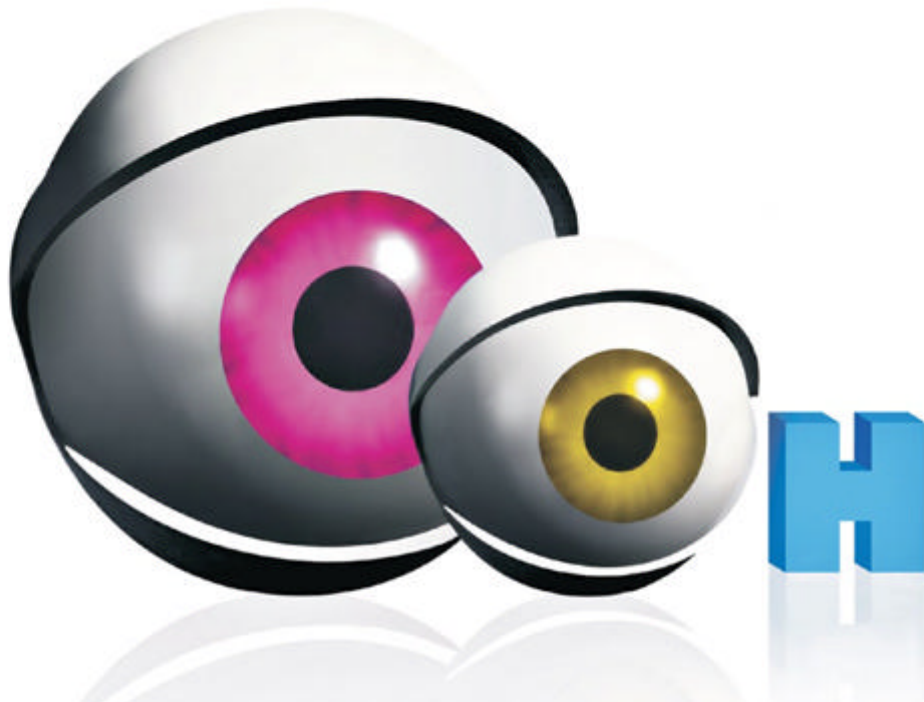
WOMAN ON TOP (2000)

Penelope Cruz plays a Brazilian chef who moves base to the US when her husband, frustrated by her motion sickness, cheats on her. Correction: She plays a sizzling hot chef!



CHOCOLAT (2000)

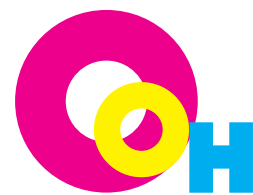
A woman and her daughter open a chocolate shop and the entire city sees a change. This critically-acclaimed film has Juliette Binoche, Judi Dench and Johnny Depp. And it will stimulate all your senses.



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A black and white close-up portrait of a man with thick, dark, curly hair and a full, dark beard. He is looking directly at the camera with a neutral expression. The lighting is soft, highlighting his facial features. The background is a plain, light color.

CLEAN UP YOUR ACT!

Meet the MAXIM Lab Rat. He looked like hell till we unleashed the most handy grooming advice on Earth to help him. Here's how he went from Wild Man to Mr. 2013.



4
STEPS
TO A
FRESHER
SHINIER
YOU!



STEP No. 1 THE SHAVE

PROBLEM:
Skin so dry it's illegal to use fireworks within 50 feet of it.

SOLUTION:
Use alcohol-free shaving gel. The same way booze dehydrates your brain, it dries out your skin.

WHAT TO USE:
• Nivea for Men Alcohol-Free Sensitive Shaving Gel, ₹225, nivea.in

PROBLEM:
Skin so sensitive it cries during Katherine Heigl movies.

SOLUTION:
Shave during or right after a shower: The hot water opens up pores and softens whiskers. Shave with the grain, using a sharp razor, then use cold water to close the pores, and apply aftershave—clap your hands to your cheeks and jump up and down screaming.

WHAT TO USE:
• Gillette Fusion Razor, ₹880, gillette.com
• Old Spice After Shave Lotion, ₹200, oldspice.com

PROBLEM:
You're trying to tame your beard, burns, stubble, or Mogambo do.

SOLUTION:
Get yourself a quality trimmer and use it. The variety of settings and attachments are good for whatever you've got on your face. (This is not an endorsement of chin straps.)

WHAT TO USE:
• Conair iStubble hair trimmer, ₹3,300, amazon.com
• Philips Norelco SensoTouch 3D, ₹8,800, flipkart.com
• (1) Gillette Fusion ProGlide Styler ₹2,500, gillette.com
• HeadBlade S4 Eclipse Head Razor, ₹5,500, headblade.com



STEP No. 2 THE SHOWER

PROBLEM:
Your hair is oilier than Razor Ramon's upper lip.

SOLUTION:
Use baby shampoo and avoid conditioner...and Razor Ramon's upper lip.

WHAT TO USE:
• (2) Clear Men Cool Sport Menthol Shampoo, ₹120, amazon.com

PROBLEM:
Your skin's dryness rivals an old lady's bits.

SOLUTION:
Take warm instead of hot showers—a scalding session will strip away your skin's natural oils. And don't fear moisturiser (we know you've got some on your nightstand).

WHAT TO USE:
• (3) Anthony Logistics for Men All Purpose Facial Moisturiser, ₹1,500, anthony.com
• Gillette Hydrator Body Wash, ₹275, amazon.com
• Dove Men+Care Active Clean Shower Tool, ₹275, amazon.com

PROBLEM:
Itchy, flaky scalp (just try reading that again without scratching).

SOLUTION:
Wash your hair twice: Once with dandruff shampoo, once with moisturising shampoo (twice a day, not twice in your life).

WHAT TO USE:
• (4) Garnier Fructis Anti-Dandruff Shampoo, ₹275, flipkart.com
• Head & Shoulders Clinical Strength Shampoo, ₹150, flipkart.com
• Paul Mitchell Double Hitter Shampoo & Conditioner, ₹850, flipkart.com



START





It took some time, but eventually we persuaded him to use this instead of Kurkure.

STEP No. 3 THE SCENT

PROBLEM:
You smell like a male escort who had sex with a garbage dump.

SOLUTION:
Even if you shower regularly, you need a good deodorant to keep you smelling fresh. After all, we're not French. (Except those who are.)

WHAT TO USE:

- Axe deodorant, ₹500, [amazon.com](https://www.amazon.com)
- (5) Garnier Men, ₹75, at [amazon.com](https://www.amazon.com)

PROBLEM:
You're still rocking that bottle of Drakkar Noir from senior school.

SOLUTION:
What cologne you use is a matter of preference (usually a girl's), but use one that keeps you smelling fresh without forcing people near you to wear gas masks to stop coughing.

WHAT TO USE:

- (6) Chanel Allure Homme Sport, ₹3,300, [amazon.com](https://www.amazon.com)
- Dolce & Gabbana The One Sport, ₹3,200, [amazon.com](https://www.amazon.com)
- Givenchy Play, ₹4,200, [amazon.com](https://www.amazon.com)
- Issey Miyake Sport, ₹4,400, [amazon.com](https://www.amazon.com)
- (7) Curve Appeal for Men, ₹775, [amazon.com](https://www.amazon.com)



He's flossing at the same time. (Butt flossing.)

STEP No. 4 ORAL CARE

PROBLEM:
Your teeth are stained from drinking too much coffee (and red wine... and smoking cigarettes... and eating paint chips).

SOLUTION:
Don't just brush first thing and before bed. If you down coffee all day, you should brush all day, too. Or you could run through a car wash with your mouth open.

WHAT TO USE:

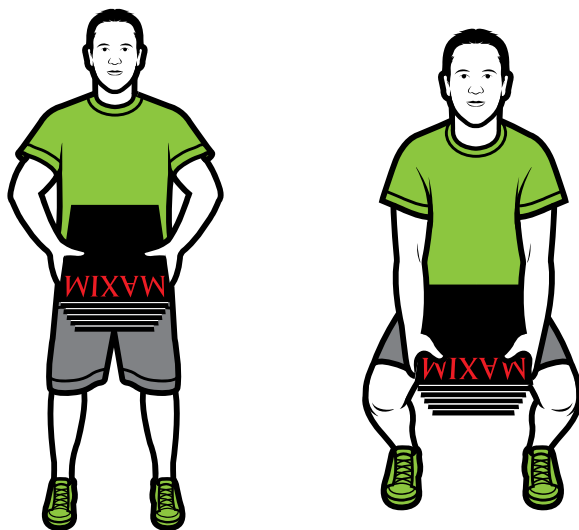
- Colgate 360 toothbrush, ₹250, [amazon.com](https://www.amazon.com)
- (8) Close Up Toothpaste, ₹65, [amazon.com](https://www.amazon.com)
- Crest 3D White Multi-Care Whitening Rinse, ₹500, [amazon.com](https://www.amazon.com)



FINISH

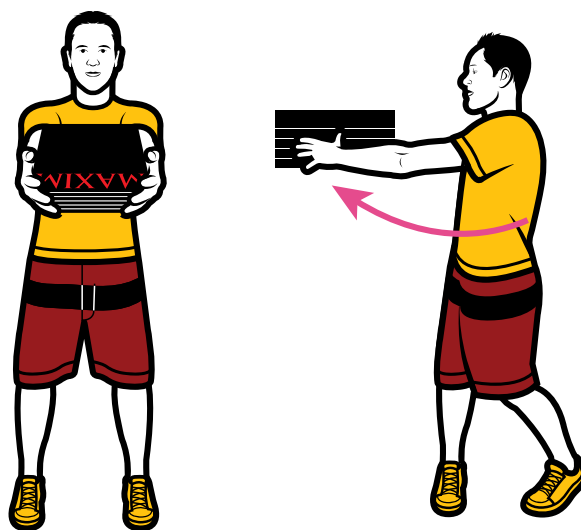
MAXIM TO THE RESCUE

Who says a magazine is only as good as it looks? Use your stack of MAXIM issues to get fitter. Who knows? Maybe 2013 is the year you'll finally look like you should.



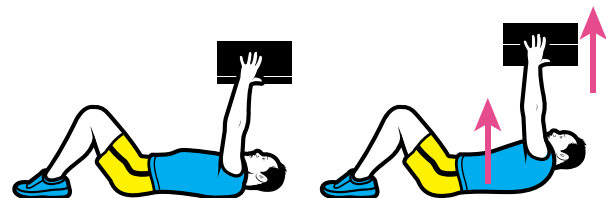
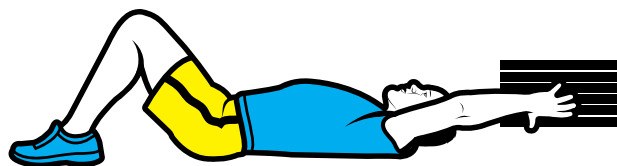
THE BODY PARTS LEGS, BACK, CHEST THE MOVE THE "STASH" SECTION SQUAT

Stand with your feet shoulder width apart, gripping about a two-kilo stack of MAXIM copies. (That's about eight issues.) With your back upright, shoot your hips back and squat till your thighs are parallel to the floor. Do three sets of 10 reps.



THE BODY PARTS SHOULDERS, CORE, ARMS THE MOVE THE LOGIC BLOCKER

With feet shoulder width apart, hold your MAXIMS in front of you. Twist at the hips to one side and then the other. Do three sets of 10 reps. Now you're ready to read, so go to school. Buy a pencil on the way (trust us, it makes studying easier!).



THE BODY PARTS TORSO, CORE, ARMS THE MOVE THE COVERGIRL CRUNCH

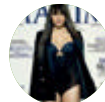
Lie down with your knees up. Raise the stack of MAXIMS straight overhead and hold 'em in this position. Keeping arms straight, brace your abs and do a crunch. Drop back down, then lower the stack. Repeat. Do three sets of 10 reps.

FIT LIST

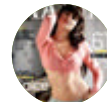
These ladies kicked ass on their MAXIM covers.



DEEPIKA PADUKONE
From her first appearance in 2008, Deepika is a favourite.



BIPASHA BASU
Bips stuns us at regular intervals, but her Dec 2012 cover has to be her hottest ever.



JACQUELINE FERNANDEZ
Hot and oh-so-fit. And oh-so-hot. Wait, did we say that already?



YANAA GUPTA
The hottie with the name spelling that confounds us has a body that's ethereal.

FIT BITS

Research that helps you come to terms with mistakes.

Nerves & Curves

If you suddenly find pictures of big women strangely alluring, just chill. Research at Newcastle University in the UK found that stress makes men more likely to be attracted to heavier women. That BBW porn makes sense now, huh?

Red Wine, No Spills

A recent study by US-based Duquesne University suggests that substances in red wine may help improve balance in older folks. Just make sure old gramps doesn't chug the whole thing. That just leads to hours of crazy.

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REALLY LONG...

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THE 2013 SEX CHECKLIST

What bedroom taboos should you encourage your girl to break? Why, all of them, of course.

“One day a few years ago, I was at my boyfriend’s place, lying naked on his bed after sex. He’d gone to shower, and when he came back he found me stretching on all fours, ass in the air. ‘Oh, God—don’t move,’ he said. As I looked over my shoulder, he aimed his iPhone at me and all of a sudden I was in my first nude photoshoot. When we flipped through the results minutes later, I was so turned on that I climbed back on top of him. Taking dirty pictures wasn’t something I ever thought I’d be into, but I’ve done it with a couple of men I’ve dated since,” says Ashima*, a 28-year-old marketing professional. For most women, in fact, a steamy first-time experience can be a revelation that leads to a whole new sexual world. Sometimes they just need a nudge in the right direction. Of course, for every sexual initiation that’s a wild success, there’s one that goes wrong. You don’t want to be remembered as the guy who busts out the inflatable sheep on the first date. So, to find out which experiments are likeliest to bring her back for more, we had dozens of women describe their hottest—and disastrous—first times. If your girl hasn’t checked these off her to-do list, then take the lead and become her sex guru.

GIRL-ON-GIRL

As trendy as bisexuality has become, plenty of girls are still squeamish about putting their lips on another woman’s, well, lips. But every woman who has tried it, loved it—even if they haven’t done it again. “I still get wet thinking about the night Jasmin* and I hooked up,” says 26-year-old Kiran*, who slept with her best friend after confessing to her boyfriend that she was curious about being with a girl. “Her body was so soft, and hearing her moan got me so turned on. But I’m happy with my boyfriend. I satisfied the urge, and now I just use the experience to work myself up.”

But this experiment can be tricky, especially if you decide to participate. “The way I imagined a *ménage à trois* was different than the way it turned out,” says Shivani*, a 29-year-old corporate instructor. “My boyfriend, Gaurav*, said I should tell him if I was uncomfortable, but I didn’t want to be a killjoy. So, I just watched him hook up with this girl we’d met at a party, feeling sick the whole time.” They broke up shortly after. Also remember, there’s always a chance that a girl will discover she enjoys bedding another woman more than she enjoys bedding you. “Women in these situations can find out

things about their sexual preferences that are threatening to their male partners,” says Lou Paget, author of *The Great Lover Playbook*. In other words: Encourage her at your own risk. If she goes Lindsay Lohan on you, it’s your own damn fault.

SEX ON CAMERA

“As I discovered in my personal photoshoot, even shy girls find something incredibly alluring about being the star of the show. I was fooling around with the camera on my new phone when I accidentally zoomed in on my cleavage and thought it looked super-hot,” says Sarita*, a 36-year-old homemaker. “It inspired me to strip to my underwear, and then I started shooting myself masturbating. The grainy video was awesome because it concealed flaws and made everything look really raw.”

For others, the distance a camera provides can act as an aphrodisiac. “When my boyfriend and I watched the first sex tape we made, I felt disembodied from the experience—but in a good way,” says Bharti*, a 24-year-old student. “I didn’t feel self-conscious, because it was almost like looking at someone else.” But there are caveats. To make your girl feel secure, film in her home and

make it clear that you'll store everything on her computer. "My ex's idiot roommate borrowed his laptop and found the video we'd made," says Natasha*, a 30-year-old manager. "We found out that he showed the video to his friends too. I felt majorly violated." Promise her you'll be the only two perverts viewing your special video—or just delete it afterwards, sickos.

ROLE PLAY

There's something about role play that can seem, at times, a little silly ("OK, so this time you be Iron Man, I'll be Black Widow..."), and at other times, a little creepy. "This guy I went on a date with, was really into having women play Catholic schoolgirls," says Jessica*, 27, an artist. "When we went back to his place and started making out, he opened his closet to reveal a stack of plaid skirts, berets and Mary Janes in different sizes. I was so freaked out, I left." However, done right, role play can bring a new charge to sex. Many women find taking on another persona liberating, because it frees them from expectations about how they're supposed to behave in bed. Tanya*, a 30-year-old flight attendant, discovered as much when her boyfriend took her by surprise one night. "I walked into the door of our apartment, and he was waiting in the dark hallway. He grabbed my wrists and said in this gruff voice, 'You've been a bad girl and need to learn obedience. Do exactly as I say.' I immediately fell into that subservient role." The key to his success, Tanya says, was that there was no time to debate a cheesy set-up. "If he'd presented me with a whole scenario like, 'How about I'm the peg-legged pirate and you're the beautiful native islander,' or whatever, I never would've gone for it." The bottom line: When introducing her to role play, keep it simple and spontaneous—you can work up to the creepy masks later.

LIGHT BDSM

Those of you who liked to torture small animals as children, don't get too excited. We're not talking about trotting out whips and gags here. We are talking about tying her hands up with a scarf or administering a few smacks on the ass (yeah, *50 Shades of Grey* style). "The first time I experimented with this was when my boyfriend and I returned from a friend's party, and he yanked his tie off and quickly lassoed my hands. He lightened the knot just enough so that I could escape if I really wanted to. Acting like I was being forced to submit (even though I really wasn't) allowed me to give in to him completely," says 25-year-old Sushmita*, a hairdresser.

The first spank is slightly trickier, if only



because it's not easy for the woman to have much control over how it's executed. That's partly the point, but it means you need to exercise some caution. Here's a tip: Aim to smack hard enough that it'll sting a bit, but not so hard you leave a mark. "The first time my boyfriend spanked me, I couldn't even feel it," says Varsha*, 28, a systems advisor. "I've gotten more turned on being jostled by strangers on the Metro. But after I gave him the green light to use a little force, he overcompensated. I had a hand print on my butt that turned black-and-blue the next day." Avoid going 0-100; you can break out the paddle, but only after you know her threshold.

BACK-DOOR ENTRY

It may be the final sexual frontier. Anal sex is the one act that every guy wants to get a woman to try, and every woman wants to avoid—or so we think. According to the MAXIM sex survey 2012, anal sex rates have risen in the adult population. Obviously, all those girls had to start somewhere. For Aarti*, a 26-year-old planner, that "somewhere" was an evening when her then boyfriend brought sex toys to bed. "At first I let him put the toys in me because I could tell how much it turned him on," she says. "But once I got over my initial apprehension, it felt amazing." Within a week they'd moved from toys to the real thing. Most girls agree it's best to test the water with toys or finger play before graduating to full-on penetration. According to sex educators, the entire area is very sensitive. The perineum is filled with tiny nerve endings that feel wonderful when touched. Start with gentle stimulation and you may be surprised where it leads. "My boyfriend used to gently press on my butt-hole while going down on me," says Priya*, a student. "One night I told him I wanted to do it for real. When he entered me for the first time, I almost came right then."

The truth is, when it comes to sex, women are just as eager as you to say, "Been there, done that." If you've successfully earned her trust, there's practically no limit to what she'll try in bed. Except your fantasy to see her pee. That'll just weird her out. 🐈

READ BETWEEN THE SIGNS

OUR CHART REVEALS WHICH EXPERIMENTS YOUR GIRL IS READY TO ATTEMPT IN BED.

	NOT READY	PROCEED WITH CAUTION	ALL SYSTEMS GO
GIRL-ON-GIRL	Says girls "smell funny." 	After drinks, grinds on best friend, pretends to be joking. 	Played contact sports in school. 
SEX ON FILM	Insists on lights off in bedroom.	Was a cast member on a reality TV show.	Has mirrored ceiling.
ROLE PLAY	Hates the concept of Halloween. 	Calls you "Daddy" even though you are not her dad.	Wears foam clown nose, giant red shoes to bed every night.
LIGHT BDSM	Takes medicine for paper cuts, stubbed toes.	Likes to play patty-cake. Hard.	Routinely hurtles self down stairs headfirst for "fun."
BACK-DOOR SEX	Wears chastity belt. Backward.	Prefers to back into parking spaces. 	Named her pet tabby "Astroglide."

A full-body photograph of a man standing in a studio setting. He is wearing a dark blazer with a subtle paisley pattern, a blue and white checkered scarf, a white shirt, a black belt, and light brown trousers with vertical stripes and some distressing. He is also wearing black lace-up shoes. He is leaning against a large blue backdrop that features faint white geometric patterns, including a grid, a Y-shape, and a large 'S' shape. The lighting is dramatic, casting a long shadow of the man onto the wall behind him.

LOOK
GOOD
WITH
EASE



Come 2013, it is time to refresh your look, trash old stuff and finally take a shower. A hot girl picked the only threads you'll need to ace the year, and she even agreed to try some on. The year's starting well, right?

Layered To Brilliance

Photographs
PRASAD NAIK

Styling
ALLIA AL RUFAI





This Page
VICTORIA'S SECRET
bra, CANALI pants,
ZARA hat, KENNETH
COLE shoes.

Facing Page
JACK & JONES
tee, DIESEL jeans,
ZARA scarf and hat,
SWATCH watch,
KENNETH COLE
shoes, CALVIN KLEIN
JEANS belt.

Opening Pages
On him:
ZARA shirt, DIESEL
jeans, GUCCI jacket,
CANALI scarf,
KENNETH COLE
shoes, SWATCH
watch, CALVIN KLEIN
JEANS belt.

On her:
VICTORIA'S SECRET
body shape, MANGO
jacket, TRESMODE
stilettos.





This Page
PRETTYSECRETS.COM
bra, CANALI jacket for
men, CUE by ROHIT
GANDHI+RAHUL
KHANNA shorts,
GUCCI men's shoes.

Opposite Page
CUE by ROHIT GANDHI+
RAHUL KHANNA shorts,
DIESEL men's jeans.





This Page
CALVIN KLEIN
JEANS shirt, JACK
& JONES jeans,
ZARA cardigan
and hat, SWATCH
watch, KENNETH
COLE shoes.

Opposite Page
ZARA men's
shirt, HACKETT
men's bow tie,
CUE by ROHIT
GANDHI+RAHUL
KHANNA shorts,
KENNETH COLE
men's boots.





This Page
PRETTYSECRETS.COM
bra, VICTORIA'S SECRET
shorts, ZARA men's
jacket and men's loafers,
GUCCI men's scarf.

Opposite Page
JACK & JONES tee and
pants, ZARA jacket and
scarf, SWATCH watch,
GUCCI shoes.

STYLE

DIAL IT UP

Looking good while keeping time is as simple as black and white.



1. NIXON The Ceramic ceramic and stainless steel watch, ₹1,30,950, nixon.com

2. SEIKO Solar stainless steel watch, ₹14,765, seikowatches.com

3. LUMINOX Navy Seal Colormark 3057/WO watch, ₹19,500, luminox.com

4. TAG HEUER Carrera Calibre 1887 automatic chronograph, ₹2,95,475, tagheuer.com

5. TISSOT PRX chronograph sports watch, ₹33,175, tissot.ch

6. SWATCH New Gent White Rebel watch, ₹3,900, swatch.com

7. BULOVA Precisionist Longwood Collection quartz watch, ₹25,100, bulova.com

8. JORG GRAY 3700-13 stainless steel watch with sapphire-coated K1 mineral crystal, ₹33,175, jorggray.com

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9. SWAROVSKI Piazza Grande quartz watch, ₹50,170, swarovski.com

10. 88 RUE DU RHONE Double 8 Origin Collection quartz chronograph, ₹32,330, 88rue.com

11. ESQ MOVADO Excel Swiss quartz chronograph, ₹33,175, esqmovado.com

12. MICHAEL KORS 45 mm chronograph with rubber strap, ₹10,900, michaelkors.com

13. HAMILTON Intra-matic automatic timepiece, ₹47,100, hamiltonwatch.com

14. BELL & ROSS Vintage BR126 Phantom mechanical automatic watch, ₹2,56,400, bellross.com

15. RADO Hyperchrome Chrono XXL automatic watch, ₹2,34,225, rado.com

16. LONGINES Legend Diver, ₹1,28,300, longines.com



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THE WORLD'S LEADING LUXURY AND TRAVEL MAGAZINE

JANUARY 2013



24 HOURS

**NAWAZUDDIN
SIDDIQUI**

The intense actor and indie film superstar gives us a precious hour from his final 24.

SHOCK

Fast food is amazing when it's fresh. But not when it's made of—and like—this.

THE FUZZ

Jokes are funny when you can understand them. Take your chances, but definitely try the **Beat This Caption** contest. You could win a free MAXIM subscription.

SEXY IN PUBLIC

If you hate the office, try to get a job where she works. If you hate your boss, let her hire you. You won't complain about your job again.

AUTOPORN

The Danes have a great design sense but never really bothered with automobiles. Until now, that is. Smashing!

ESOTERICA

If your current life is on a collision course with your past life, and your future aspirations are banging against your ancestral sins, read this.

GUILTY PLEASURES BUNDLED TOGETHER!

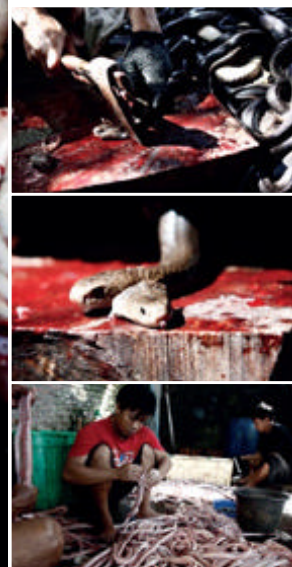


TA-HISS-TY?

Move over, rolls and hot dogs. The world of fast food is getting colder.



Do you love burgers? Then it is time for you to rush to Indonesia, where cobras are harvested to be made into burgers. Local restaurants buy the meat after the heads and skin have been cleared.



PHOTOGRAPHS GETTY IMAGES

TASTE BUD SLAMMERS

It's a good thing "delicious" is so subjective.



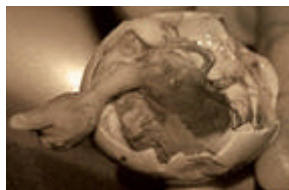
BULL'S TESTICLES & PENIS

Folks in the Philippines love this street food. As you'd expect, it's considered to have aphrodisiac qualities.



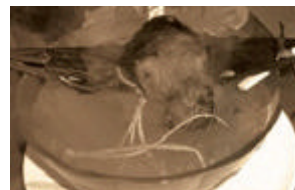
SHEEP'S HEAD

A traditional delicacy in some Mediterranean regions, it has a smoked version with and without the brain. Yum!



SOFT-BOILED FOETAL DUCK

Known as Balut, this is available in Vietnam and is a local delicacy there. Wait while we retch.



BAT PASTE

You net a bat, drop it in boiling water or milk, roast it to desired texture and chop it up into a paste. Run, Robin.

BEAT THIS CAPTION

"Yeah, we've been through shit together."

PIT YOUR WITS

We think we're awfully creative. We think we're the best. Think you can prove us wrong? Go for it. Send your birdbrained bite to mymaxim@maxim-india.com. The first reader to beat us in the humour stakes gets a one-year subscription to MAXIM, which should do you a world of good. Or, 12 months' worth, anyway.

DECEMBER 2012 WINNER



"No. Not in front of everyone!"
ADITYA K.
Mumbai

PHOTOGRAPHS GETTY IMAGES



IN TOO DEEP

A man was showing off his new sports car to his girlfriend. She was thrilled at its speed. "If I do 260 kmph, will you take off your clothes?" he asked. "Yes!" said his adventurous girlfriend. Soon he got up to 260 kmph and she peeled off all her clothes. Since he was unable to keep his eyes on the road, the car skidded onto some gravel and flipped over. The naked girl was thrown clear, but he was jammed beneath the steering wheel. "Go and get help!" he cried. "But I can't. I'm naked and all my clothes are gone!" "Take my shoe," he said, "And cover yourself." Holding the shoe over her pubes, the girl ran down the road and found a service station. Still

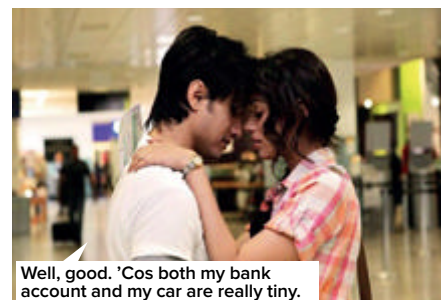
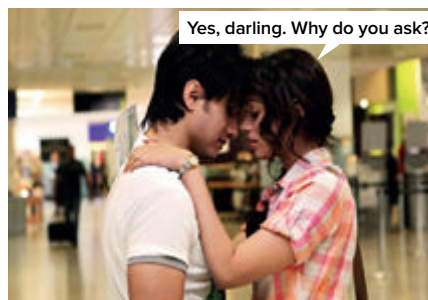
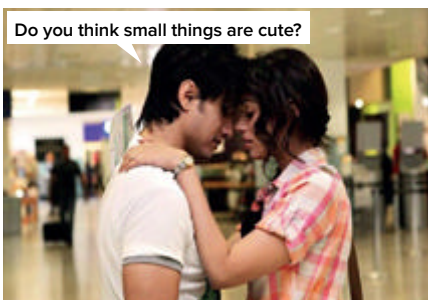
holding the shoe between her legs, she pleaded with the manager, "Please help me! My boyfriend's stuck!" The manager looked at the shoe and said, "There's nothing I can do, girl. He's in too far."

FANTASY LAND

A couple moves to a new town and the husband gets a job at the local pickle factory. A few years pass by, and each year the husband wins the Employee of the Year award. One day, he comes home looking depressed. The wife asks what the matter is. He tells her that he got fired from his job. "Fired?" she yells, unable to believe what she is hearing. "How can you get

fired? You're always the Employee of the Year!" But the husband simply tells her that he had another fantasy that he needed to fulfil and it got him fired. Knowing about her husband's habit, she asks him, "Oh, no, not again! What did you do this time?" "Well, I always fantasised about sticking my willy in the pickle slicer." "You didn't!" she yells again, stunned. He blushes and says, "Well, yes, I did." "Did it hurt?" she asks. "No. Not really," answers the husband. Puzzled, she asks him, "Well, if it didn't hurt you, then what happened to the pickle slicer?" He answers casually, "Oh, she got fired too!"

SMALL TALK





"What's that I've stepped on?"

What's been the most embarrassing moment of your life?

It's gotta be about this one girl. For three months I thought of these elaborate ways of proposing to her. In the end, I couldn't ever say it to her.

Ouch! An actor in this life, what would you wanna be in your next life?

I'd wanna be an actor. No doubts about that really. Wouldn't you?

Oh, yeah! Who would you spy on after you're gone? It can be a lot of fun, you know!

I'd spy on all those girls who kept lying to me that they are busy and made excuses to avoid going out with me on a date!

They are kicking themselves. So, here's the big one. Heaven or hell, and why?

Definitely hell! I've sinned, man.

Which dead celebs would we catch you partying with?

Smita Patil, I think.

Alright, Mr. Sinner, what will we catch you doing there then? Some more evil deeds?

Oh, yeah! All the wrong things. You name it and I will be doing it.

Ah! The things we could name! Anybody you'd like to punch out before the final adieu?

I'd like to punch all those people who have no brains and enter the film industry.

We'll join you. Your last meal?

Shajjam gosht cooked by my mother.

NAWAZUDDIN SIDDIQUI

The talented
but
understated
actor lets you
inside his
dome, as he
preps for the
other side.

So, dude, how do you think you'll go?

I think I'd like to go while working. I like it this way. So, yeah, I guess I'll die working. And, come to think of it, it could be just about any day at all!

So, are there any big plans for your last day?

I think I am going to spend it with my two-year-old daughter. Yeah, that's all I'd wanna do.

After a hell of a lot of struggle, you've broken into the mainstream movie scene. Life's looking good, right?

Yeah, I worked very hard initially. But thank God it paid off, and it all turned out the way it has. I am a happy man.

The one thing you're glad you won't have to do on Earth again?

Well, I guess I won't have to marry again!

A deathbed confession...

I am an emotional fool. I have taken many wrong decisions in life because of that.

Man, we were hoping for some Wasseypur kinda stuff. This is your last shot at redemption. What would you have changed in your life?

I smoke a lot (as you can see). I'd like to change that. It's not a good habit.

BRONZED IN AGE

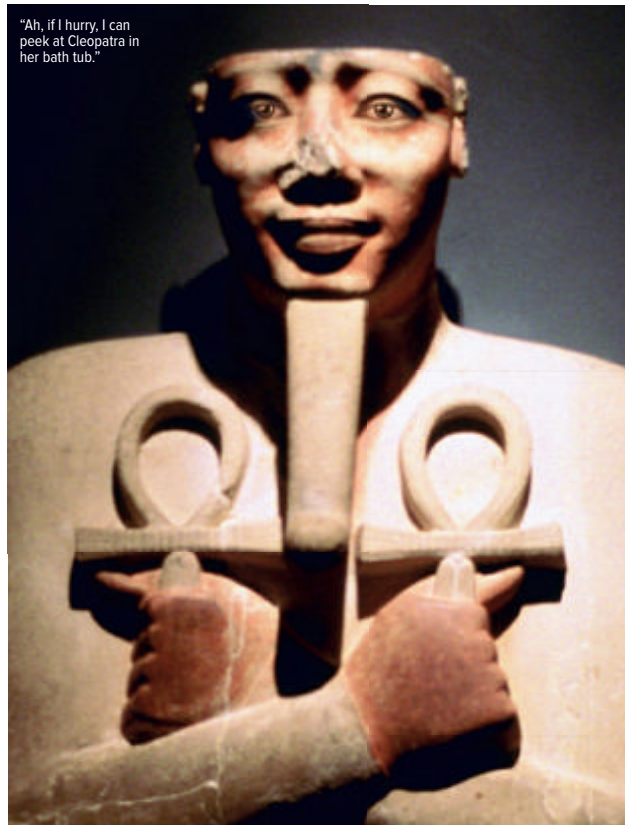
Unable to decode the connection of yesterday to tomorrow as we head into the new year?
Stop running and give us a chance to twist that twisted mind of yours further.

As a die-hard Michael Jackson fan, I'm still depressed about the fact that his genius is gone. I'd like to do something that will ensure he has found peace in the afterlife. Can you suggest something that I can do?
Kanishka M., Bengaluru

We have two questions for you instead. How do you know he hasn't already found peace in the afterlife (it's been long since he's passed away)? And have you considered the effects your intervention may have on his present life wherever it may be playing? We know your concern is genuine but sometimes it is our "genuine concern" that screws things. As an artiste, Michael Jackson did what many of us couldn't even dream of, but his concern to heal the world and save the children didn't exactly produce sterling results. They only brought pain. Being concerned is great but doing things you have little understanding of is not necessary. It's like you see a blind man and you take him home and perform eye surgery on him! Not a bright idea. So let it be.

A Buddhist friend told me that a large part of Tibetan Buddhism comes from an older, more violent religion called Bon. How then did these two meet?
Ujjwal P., Shillong

The old Bons of Tibet believed that our human world was superseded by a spirit world that had good spirits and really nasty ones that needed to be kept in check with sacrifices. Given Tibetan terrain, with its very high altitudes, desert-like conditions and angry winds, it's really no surprise that the Bons thought the world to be a very nasty and evil place. Buddhism brought into Tibet the diametric opposite of this worldview (considering it emerged out of the fairly safe Indo-Gangetic plains). What appealed greatly to the early Bon converts were the supernatural elements of Buddhism. And to this day, Buddhism thrives brilliantly in its present *avatar* of Tibetan Buddhism. Only 10 percent of Tibetans follow Bon, at present.



I've always had this feeling that I should have been born in the time of the Pharaohs. Recently, I took this trip to Egypt and I was bombarded with *déjà vu* experiences that convinced me I was miscast in this life. What do you think?
David S., Goa

Time, as Einstein put it, is not a linear dimension but a web of relativity where the past, present and future all exist together. This incarnational nostalgia could be a result of a sudden severance from your past life. Try past life regression to figure out the cause of this feeling. It could be because your past life was too stimulating for your soul or your present one wants more adventure. And, no, there aren't any casting errors here. It's just misdirected actors.



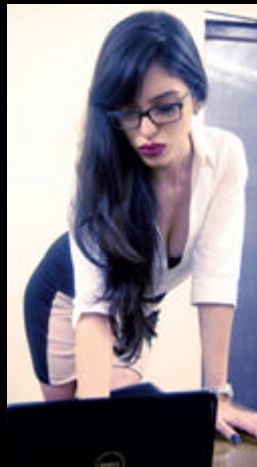
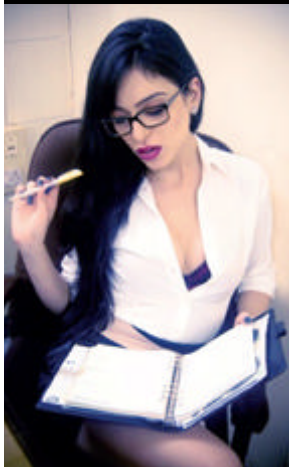
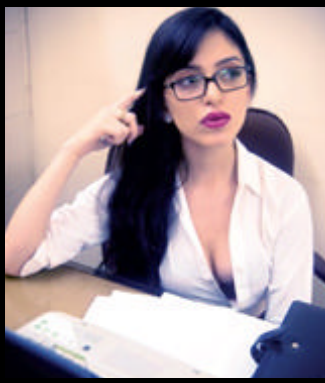
Is your astrological sign copulating with your supernatural symbol? Is your religion based around sexuality? You finally have answers to make sense of this world and beyond. Write to **Dhiraj Singh** at mymaxim@maxim-india.com

I want to be initiated into a Dionysian mystery cult. Where can I find one?
Utsav S., Pune

You are late by a couple of millennia. Dionysian mystery cults were quite the rage in ancient Rome and Greece. A typical cult ritual would involve sponging up tons of booze, with some magic mushrooms thrown in and a lot of striptease. This, of course, was accompanied by wild orgies between nymphs and satyrs and dismemberment of male limbs by crazed maenads. We suggest you wait till March for Holi, which is quite similar except for the last bit. If, however, you're expressing the desire to enter the Dionysian state of rapture, bliss or "ekstasis" or the ability to transcend your mortal self, then we suggest you wait and watch. Since you've expressed the desire for it, the state will come to you slowly through incidents.

I read somewhere that bowhead whales live up to 200 years. I have always believed that longevity is a function of intelligence, awareness and soul existence which means all three are present in the bowhead. So, if these creatures have all the things that make us human, why can't we talk to them?
Robert M., Chennai

That is an excellent observation. Yes, we think we should be able to communicate with such sapient species. We seem to be comfortable with dogs, cats, cattle and dolphins or creatures that aren't as timid about contact with man. The problem lies in our understanding of what it means to communicate. Let's consider the bowhead whale that's been swimming the oceans for 200 years with a harpoon in its side. What would be its idea of communication with humans? On that count, the bowhead's experience would encourage it to avoid contact with humans or be actively hostile in their presence. We also think we need to understand other species' need for privacy and space and must not rush into their arms thinking it's okay to bond with them.



BUSINESS OF HOTNESS

WHETHER IT IS THE BOARDROOM OR A CUBICLE, THIS SIZZLING LADY KNOWS HOW TO STRUT HER STUFF. MEET **MAIA SETHNA**, SUPERHOT CORPORATE WOMAN WHO'LL ROCK YOUR DREAMS BUT WON'T MIX BUSINESS WITH PLEASURE!

You are one hell of a hot corporate woman. Does it help in making better business deals?

Being hot certainly has a lot of perks! People always sit up and pay attention to what I'm saying. But I always manoeuvre my way out of tricky situations.

We're sure you keep your clients very happy. But have there been instances when professional work has turned into personal work?

As much as you guys would want that to happen, I don't really mix business with pleasure. All the mixing is left to my alcohol.

Ever had a case of destroying competition with your deadly looks?

Competition? Is there any? I don't think so! 'Cos I always get what I want, when I want.

Let's assume your employees are feeling low. How will you go about cheering them up?

I'd say that when I am around, there is never a dull moment. Don't you think just looking at me would be enough to cheer anyone up?

Oh, yeah! Tell us about some out-of-town escapades with co-workers?

I am a good girl. I do my work with complete honesty. But yes, I do let my hair down and have fun post-work. And just a hint: The fun involves good-looking men too.

In the world, there are yachts, super-yachts and then there is **Adastra**—a bespoke luxury yacht. And it was especially built for Hong Kong-based billionaire Antio Marden, who parted with \$14.5 million for it. Yacht designer John Shuttleworth used custom, in-house materials, to keep the beast as lightweight as possible. The **Adastra**, which is 42.5-m long, and 16-m wide, is so high-tech that it can be controlled by an iPad as long as one is within 50 m of the yacht. The vessel features a unique

triple hull design called the “trimaran” and meshes brawn with beauty. Flaunting luxurious interiors, it has a master cabin and two guest cabins which can house nine guests and a crew of six, while the main deck has a lounge, kitchen and navigation station. The yacht’s top speed is 42 kmph and its Caterpillar C18 engine consumes 90 litres of fuel per hour, allowing it to travel 4,000 nautical miles in a single trip. If you are hoping to get your hands on this floating fortress, sorry, it’s a one of its kind and it’s taken.



PALACE ON WAVES

A super-costly aquatic marvel.



SPEC CHECK

Engine Caterpillar C18

Length 42.5 m

Weight 47 tons

Top Speed 42 kmph

Power 860 kW

Fuel Consumption at 24 kmph 90 l/h

FULL-YEAR AMMUNITION



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SHIVAN & NARRESH 12, Second Floor, Hauz Khas Village, New Delhi-16, Ph: 011-26536072.

S.OLIVER Store No. 12/13, Ground Floor, Mega Mall, Andheri West, Mumbai-53, Ph: 022-40039873.

STEVE MADDEN Store No. 143-144, DLF Promenade Mall, Nelson Mandela Road, Vasant Kunj, New Delhi-70, Ph: 011-45060915.

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THE NATURE'S CO Second Floor, Select CityWalk Mall, A-3, District Centre, Saket, New Delhi-17.

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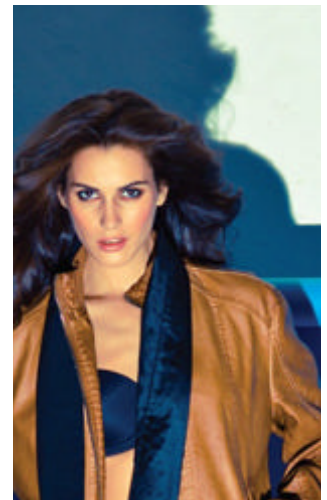
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VERSACE at ETHOS WATCHES G-14, Select CityWalk Mall, A-3, District Centre, Saket, New Delhi-17.

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Feel the style heat!

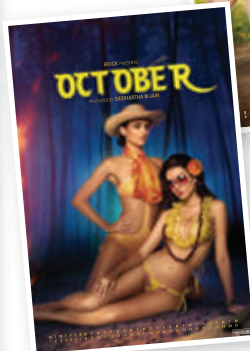
Welcome the nip in the air with clothes that will make you fall in love all over again!

The DUKE Fall-Winter 2012-13 collection finds inspiration in timeless style typical of the romantic heritage of central Europe, by the banks of the river Danube. The romance of the winter chill comes to life with styles and designs inspired by the romance of today's new age life. Heartwarming and vivid, vibrant and lively, dark and rich colours like black, poinsettia, red, bottle green and dark charcoal mélange set the perfect holiday mood and make a statement.



DUKE brings you a fresh new spirit for this winter, for you to fall in love all over again! Whether it's the perfect cardigan for some holiday shopping or a warm jacket for wintery adventures, DUKE creates clothes that are destined to become guaranteed wardrobe favourites.

The new winter collection has a range of jackets, sweaters, sweatshirts, tracksuits, thermals, stiles, shawls, caps and mufflers, and so on to choose from. The DUKE Fall-Winter collection also comprises sports and relax wear, tracksuits, jogging suits, lowers and lounge wear.



Total Filmy!

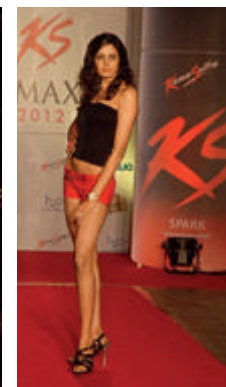
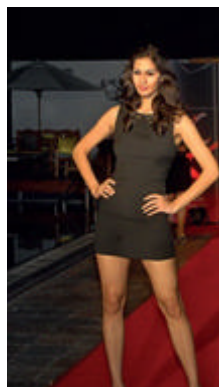
iRock is a youth-centric, high-concept film production house. iRock CEO and Producer Siddhartha M. Jain is a massive film buff and always wanted his own Bikini calendar. As a tribute to 100 years of cinema this year, he created a unique Bollywood-style Bikini calendar by recreating 12 iconic film posters.

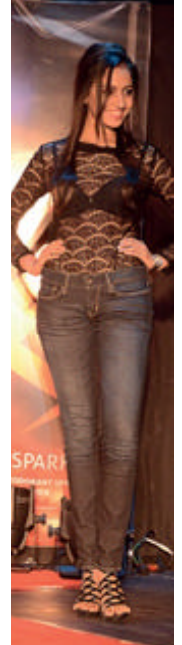
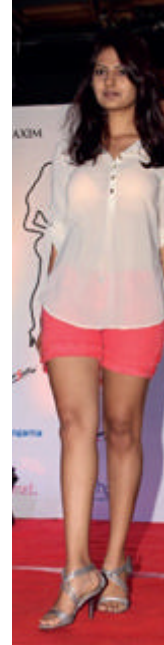
To download this exciting calendar, log onto www.irockinda.com



BENGALURU & HYDERABAD

The hunt for KS Miss Maxim 2012 has been on for some months, and it recently hit the beautiful cities of Bengaluru and Hyderabad. Girls from all across the country participated in the final rounds of KS Miss Maxim 2012. Hundreds of girls had participated in the preliminary rounds for the KS Miss Maxim title, out of which only a few girls, who fulfilled the criteria for becoming KS Miss Maxim, were selected for the final rounds which took place all over the country. The selected girls then competed against each other to vie for the coveted title of KS Miss Maxim in various metro cities of the country. The cities to most recently witness the final rounds of KS Miss Maxim were the southern cities of Bengaluru and Hyderabad. Various celebrities of the respective cities were appointed to judge the girls. The participating girls walked down the ramp in gorgeous night dresses and casual wear, followed by the most-cheered-for swimwear round. The ramp walk was followed by a question-and-answer session between the judges and the contestants. The events in both the cities were followed by a rocking after-party which kept all the guests busy dancing and drinking.



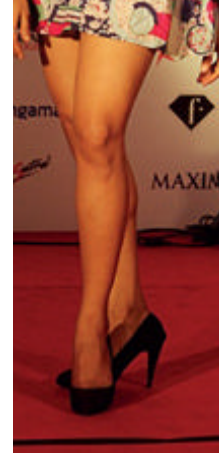


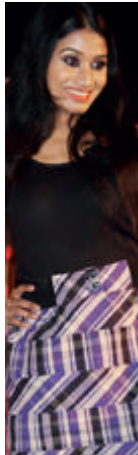


GRAND FINALE

MUMBAI

Months of search for the winner of KS Miss Maxim 2012 concluded recently, with the finale at the F Bar and Lounge in Mumbai. The contestants shortlisted from the preliminary rounds held all over the country, came together to compete for the coveted title of KS Miss Maxim 2012. The event was hosted by the country's number one stand-up comedian Papa CJ. True to his style, he kept the guests entertained throughout the night. The judges included celebrated designer Narendra Kumar Ahmed, ace photographer Subi Samuel, Bollywood actor Ayushmann Khurrana, and Maxim's editor Vivek Pareek. After a tough battle of ramp walks and question-and-answer rounds with the judges, lucky girl Adhya Shetty bagged the title. She was crowned KS Miss Maxim 2012 while Meghaa Taing and Marina Kuwar were declared 1st and 2nd Runners-up, respectively. The after-party saw the contestants and the guests having a gala time. The music at the F Bar and Lounge kept everyone in great spirits throughout the night and the celebrities posed happily for the lensmen.



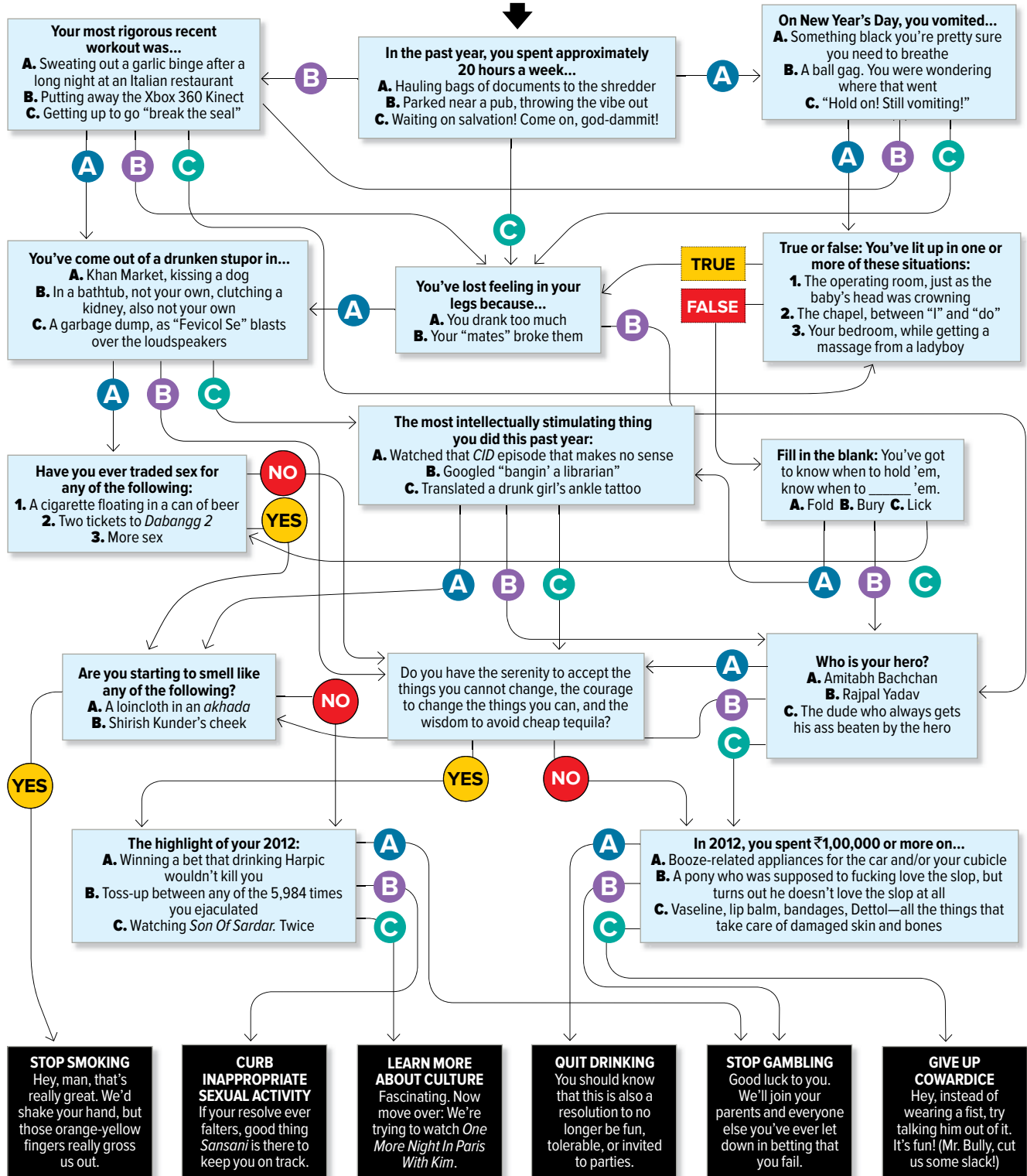


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