

### Chubby Chunkey's Gnawing Problem<sup>1</sup>

"How Bollywood Stars lose up to 48 kgs and stay slim without dieting", screamed the headlines at Chunkey. He is looking, at the advertisement in Hindu, folded appropriately and laid next to his coffee cup on the table. He stole a glance at his wife, Bubbly before picking up the paper. The advertisement talked about Dr. Panday's method of handling the problem of overweight and also mentioned "Dr. Panday's list of film star patients reads like a 'Bollywood calling call' list. They have all been to see her at some time in their career, even though many of India's top actors like to keep such matters very private"

"Why don't you try it?" asked Bubbly with a mischievous smile on her face. "Me? You should try it first", retorted Chunkey. "I don't believe these ads. They are never true. The only weight you lose is from your wallet".

"Neera told me all about Dr. Panday the other day. It costs less than five hundred. She will even refund the money if it doesn't work. Neera even got a large list of her patients. She gave me copy", Bubbly pushed out a few folded papers towards Chunkey.

Chunkey quickly looked at the long list and suggested that Bubbly can take a small (preferably random) of the patients and personally collect some data before they decide to fill the coupon and return to Dr. Panday (The ad contained a 90-day no risk trial coupon).

A week Later, Bubbly handed over a sheet of paper with the following data to Chunkey. Chunkey looked at the data and thought that Dr. Panday's method is good only for women. Is it?

| Sl. No. | Men    |       | Women  |       |
|---------|--------|-------|--------|-------|
|         | Before | After | Before | After |
| 1       | 72     | 68    | 98     | 92    |
| 2       | 84     | 78    | 89     | 84    |
| 3       | 83     | 75    | 76     | 65    |
| 4       | 96     | 92    | 84     | 77    |
| 5       | 78     | 86    | 87     | 95    |
| 6       | 83     | 79    | 93     | 88    |
| 7       | 102    | 95    | 90     | 84    |
| 8       | 74     | 72    | 79     | 76    |
| 9       | 82     | 81    | 81     | 77    |
| 10      | 80     | 87    | 68     | 77    |
| 11      | 88     | 83    | 74     | 70    |
| 12      | 76     | 74    | 70     | 66    |
| 13      | 79     | 72    | 103    | 94    |
| 14      | 70     | 75    | 72     | 80    |
| 15      | 91     | 85    | 79     | 73    |

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<sup>1</sup> V. Nagadevara, Indian Institute of Management Bangalore



'Advertiser's Announcement'

# How Bollywood Stars lose up to 48kgs and stay slim without dieting!

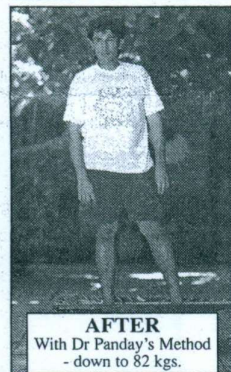
Now, India's 'Doctor to the Stars' reveals her secrets to you.

At last it has happened! Someone has taken the plight of India's overweight men and women and done something about it. And, who better than the eminent Dr Snehlata Pandey MBBS, DGO, DFP, India's "Doctor to the Stars". Dr Pandey's list of film star patients reads like a Bollywood 'casting call' list. They have all been to see her at some time

in their career, even though many of India's top actors like to keep such matters very private. Some are so grateful for what Dr Pandey has done to change their lives that they are only too pleased to recognise Dr Pandey's Method publicly . . .



**BEFORE**  
Shadaab Khan at 130 kgs.



**AFTER**  
With Dr Pandey's Method  
- down to 82 kgs.

Dr Pandey's 32 years experience in medicine, most of it associated with overweight problems, has given her a wealth of knowledge and experience which she now wants to make available to the men and women of India who are suffering with being overweight. She also deals with the problems of depression, poor self-esteem and even much more serious problems brought on by their weight gain.

If you, or perhaps someone you care about, has a weight problem, then Dr Pandey's Method is the answer to your prayers.

## We Guarantee It!

Dr Pandey's Method is so good, so easy to follow, that we can promise it will work for you. If it doesn't,

you are the sole judge. If for any reason, you are not totally delighted with the results you achieve when you follow Dr Pandey's Method, just send it back to Direct Home Shopping and you will receive a Demand Draft for exactly what you paid, within 14 days. No questions will be asked - you just get your money back!

## Now You Can Lose Weight And Enjoy Your Favourite Foods

Dr Pandey's Method is not a fad diet or an exercise routine for an Olympian. It is not a 'Lose Weight Quick' diet from some foreign army and there is nothing unpleasant about it - in fact, you'll love how easy and natural it is! Once you get started, you will realise that this is a whole new way of life! You will not believe how well you feel and look. Within a few short weeks, your family and friends will start noticing the difference, not just in the way you look, but in the way you have changed for the better. You'll feel more energetic, more at peace with

there is nothing difficult about the Method - it really is entirely natural.

Dr Pandey's Method does not involve any drugs, surgery, fasting, purging or other dangerous practices. Dr Pandey's Method is for men and women, young, middle-aged or elderly. It is a Method for life, inner peace and personal satisfaction with your body and well-being.

## Sound Medical Practice - with a few added tricks!

You will learn some simple 'tricks' to help you lose weight safely, quickly and without the expense, suffering and heartache which comes with so many 'Lose Weight Quick' schemes. This Method is entirely based on sound medical principles as well as 32 years experience and medical practice in this field.

Once you have shed those extra kilos, you will find out how to stay slim and healthy forever! You will learn why you cannot lose your excess weight permanently by following most popular diets, as well as many other vital facts.

All we ask is that you give Dr Pandey's Method a try. We guarantee you will not be disappointed. Even if you decide not to follow the Method exactly, we fully guarantee that the knowledge you will gain will have far-reaching positive effects on your life - and more than likely, on other members of your family as well! In fact, this is a **Method for the whole family.**

Read this only if you still can't make up your mind to try Dr Pandey's Method.

1. This offer places you under no obligation whatsoever. If you do not lose your excess kilos regularly, week after week, and then maintain your ideal weight, send back Dr Pandey's Method, within 90 days. No questions will be asked.

2. You can be certain of receiving a full refund of the purchase price plus the cost of handling and Insured Delivery, within 14 days.

## Dr Pandey's Method Will Work For You - We Guarantee It!

There is absolutely no reason why this many times proven Method will not work for you too. Dr Pandey has hundreds of success files - many of them film stars and people in public life. Why wait? Now, you can join them.

## You will also learn how to

- Avoid the twin taboos for dieters.
- Drink at least 1.5 litres of water daily, and when you should drink it.
- Use simple acupressure points to reduce your appetite.
- Lose weight and increase your sex drive!
- Use gadgets to help you lose weight; some simple ones are very good!
- Quickly regain your shape after pregnancy.
- Recognise and avoid Fad Diets.
- Prepare sumptuous meals and drinks which will not cause weight gain!
- Fight ugly cellulite and improve skin tone.
- Record your weight as a major incentive to losing weight.
- Use simple tricks to reduce your appetite at meal times.
- Avoid 'binge eating' and 'hungry hogging'.
- Recognise dangerous slimming drugs.
- Avoid extreme weight loss methods like liposuction, stapling, surgery.
- Use many other very helpful hints to slim now and stay slim.

Case Study #5  
Business Executive and mother of two teenagers.



**BEFORE**  
Alka Kumar at 76 kgs.



**AFTER 3 MONTHS**  
54 kgs and feeling great!

## Your Money-Back Guarantee

Remember, Dr Pandey's Method is 100% safe and 100% guaranteed to work - or we'll give you your money back. You have 90 days to try it in the privacy of your own home. You will be the sole judge of whether or not it works for you. If you are not completely delighted with Dr Pandey's Method and what it can do for you, simply return it within 90 days and your Rs.495/- plus Rs.30/- handling and Insured Delivery will be returned no later than 14 days after we receive your return package. So, you will have nothing to lose - except those excess kilos!

## Free Gift!

If you order within 7 days, you will also receive Dr Pandey's Pocket Calorie Guide which includes a section for you to keep your own weight loss record - a great incentive to keep going with Dr Pandey's Method. This handy guide booklet is yours to keep, even if you decide to

Dr Pandey's Method, is not available elsewhere. You can obtain it only by returning the **90-DAY TRIAL COUPON** below. Please allow up to 21 days for delivery. Your trial period starts when you

## 90-DAY NO RISK TRIAL COUPON

Return this coupon today to:  
Direct Home Shopping (India) Pvt Ltd, 503 "A" Mittal Towers, 6 M.G. Road, BANGALORE 560 001

**Guarantee:** If you are not entirely delighted with Dr Pandey's Method and what it can do to help you achieve your personal weight loss goal, you may return it at any time within the 90 day trial period, and we **Guarantee to Refund** the full purchase price of Rs.495/- plus the Rs.30/- handling and Insured Delivery (total Rs.525/-) within 14 days of receiving your returned product.

Please send me ..... copy/ies of Dr Snehlata Pandey's Method, "Slim NOW & STAY Slim" for just Rs.495/- each plus Rs.30/- handling and Insured Delivery, total Rs.525/- (each), as well as my **Free Gift**. If I am not satisfied, I may return it within 90 days and receive a full refund. The **Free Gift** is mine to keep, even if I return Dr Pandey's Method.

Please find my payment enclosed: (tick box ☒)

☐ Demand Draft (D.D.) payable Bangalore for Rs. \_\_\_\_\_/-

☐ Postal Order payable Bangalore for Rs. \_\_\_\_\_/-

☐ Cheque for Rs. \_\_\_\_\_/- payable to Direct Home Shopping (India) Pvt Ltd.

For non-Bangalore cheques, please add Rs.15/- No Money Orders please.

NAME:

Mr/Mrs/Miss/Etc.

NAME

ADDRESS:

CITY:

PIN:

Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_

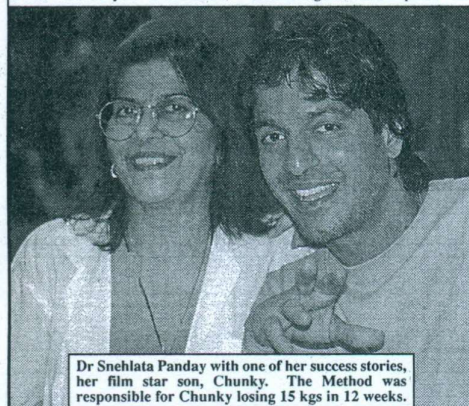
Height: \_\_\_\_\_

Current Weight: \_\_\_\_\_ kgs

Target Weight: \_\_\_\_\_ kgs

Phone: \_\_\_\_\_

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Dr Snehlata Pandey with one of her success stories, her film star son, Chunky. The Method was responsible for Chunky losing 15 kgs in 12 weeks.

we'll give you back every rupee you paid - and you are the judge. In fact, if you do not lose at least 5 kgs in the first month, we ask you to send back the Method and we'll refund your money - all of it, within 14 days. Just think about all the money you have already spent on fancy weight loss schemes like

yourself and more confident. You'll look forward to tomorrow and to 'living and looking better' every day.

You will learn how to avoid the 'Yo-Yo Effect' of losing and gaining weight. You will be in control of your weight and your well-being forever. And, you can be sure that