

## Jimny!

A year or so ago, when I saw the ad of Maruti Suzuki's new launch – Jimny, I got some surreal feelings.

The name itself sounded like Jimmy, and I was reminded of the song 'Jimmy Jimmy....! Aaja...' from 'Disco Dancer'. Well! I have not listened to the song or seen its video till date, but the faded singing style – typical of the nostalgic 80s - and the looping of 'Jimmy' & 'Aaja' drew an uncanny resemblance with the ad, wherein the Jimny kept on going in some terrain with the narrator's voice and words forming a similar loop. In both the song and the ad, I failed to understand what was going on, but somehow felt that both are classics in their own league.

The next correlation I drew was with the word 'chimney'. Well I can't really correlate this with the 'Jimny', but the travelling of the Jimny in those arid terrains seemed like the travelling of smoke through a 'chimney'.

And finally, the one correlation that was very striking was with the character 'Carson Clay' (played by Willem Dafoe) from 'Mr Bean's Holiday'.

The scene where Carson Clay's movie is being screened at the Cannes and the video says " Carson Clay... in a Carson Clay production.. of a Carson Clay film... ' with the character travelling in a timeless walkway struck me! The sight of the audience (including Mr. Bean) who were bored, sleepy & feeling 'What is happening?' , with Willem Dafoe ( an overload of 'Carson Clay' ; so I am using the real name!) being the sole person proudly and emotionally watching his own work from the audience, is a really humorous and one of the most iconic scenes I have ever seen!

The Jimny travelling through the arid landscape alongwith the narrator's voice-over was strikingly similar.

I have seen quite a few Jimnys on the roads since its launch, and believe people are continuing to realize its value and buy it. With the notes 'Jimmy... Aaja!' resounding in the background, and drifting through an imaginary chimney, I believe 'Jimny' is going on, just like Carson Clay!