



Bhilwara Sur Sangam



PROUD TO BE INDIAN
PRIVILEGED TO BE GLOBAL

PRESS NOTE

3rd edition of Bhilwara Sur Sangam enthralls audience

New Delhi, April 06, 2014: One of country's leading business conglomerates with presence in textiles, graphite electrodes and power, LNJ Bhilwara Group on Sunday brought down curtains on the 3rd edition of its annual musical fest Bhilwara Sur Sangam. An array of legendary artists including Ustad Shafqat Ali Khan, Ustad Ali Ahmad Hussain Khan, Ustad Nishat Khan and Gaansaraswati Kishori Amonkar mesmerizing the capital city with their soul stirring performances.

LNJ Bhilwara group has always strived to bring our classical traditions back to people's lives which have seemingly lost relevance in the modern context. LNJ Bhilwara Group believes that promoting, preserving and perpetuating the eternal cultural heritage is integral to being proud Indian. Keeping this spirit, Bhilwara Sur Sangam organises performances by top classical artists every year.

Lauding the artists' contribution and expressing gratitude to the audience, **Mr Ravi Jhunjunwala, Chairman, LNJ Bhilwara Group** said "We see this as our small contribution to future generations who have little exposure to the heritage of India. By reinforcing the values of classical traditions through this musical programme, we wish to infuse in the younger generation an appreciation and respect for our heritage."

Starting in 2012, this Classical Musical Fest so far has featured legendary Artists **including Pt Jasraj, Dr N Rajam, Pt Ulhas Kashalkar, Ustad Shujaat Husain Khan, Pt Tejendra Narayan Majumdar, Pt Hariprasad Chaurasia, Ustad Shahid Parvez Khan and Ustad Rashid Khan.** This initiative has received huge applaud from the audiences from different walks of life.

This year, the two-day extravaganza began with Vocal performance by **Ustad Shafqat Ali Khan on 5th April (Saturday) followed by Jugalbandi of Shehnai and Sitar by Ustad Ali Ahmad Hussain Khan and Ustad Nishat Khan and on 6th April, Sunday, by Gaansaraswati Kishori Amonkar.**

Mr Jhunjunwala added, "A journey which started modestly two years ago has come a long distance. We are delighted to have completed three very successful year of this annual fest, which has become a hit among large number of cultural aficionados. This is our tiny yet form contributions to bring laurels to our glorious musical traditions. We must rejoice this celebration. We sincerely hope Bhilwara Sur Sangam will be successful in expanding the horizon of Indian music."

Along with the promotion of classical traditions the Group also promotes theatre and Bhilwara Natya Puraskar is another initiative to spot local Hindi theatre talents from across the country and is famous among aspiring drama artists.

About the LNJ Bhilwara Group

Started in 1961, the Rs 6500 crore LNJ Bhilwara Group, is a well diversified conglomerate with major business interests in Textiles, Graphite Electrode, Power Generation and Power Engineering Consultancy. Global in vision, ingrained with Indian values, the Group employs over 25,000 people and is driven by performance ethics pegged on value creation for its stakeholders. The Group has business relations in more than 73 countries and is one of the largest exporters of synthetic spun yarns.

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