



PRESS NOTE

Protecting the Musical legacy; LNJ Bhilwara Group launches Bhilwara Sur Sangam

The first annual bonanza will have Indian Musical Legends adorn the stage

New Delhi, March 23, 2012: In yet another initiative aimed at promoting and supporting the rich Indian cultural tradition, the LNJ Bhilwara Group is initiating “Bhilwara Sur Sangam” from this year. The two-day musical event will be held in Kamani Auditorium and shall see performances by legendary artistes like Ustad Shahid Parvez Khan, Pandit Jasraj, Pandit Hariprasad Chaurasia, and Rashid Khan. A first of its kind event where an Indian corporate is coming forward under its own brand to promote Indian music, the event is expected to witness a massive audience from all parts of the world.

“Indian Classical music is eternal. It fills our hearts with joy, rejuvenates our minds, and rekindles the spirit of goodness. At LNJ Bhilwara Group we have always strived to carry on values of bliss, and togetherness. The promotion of eternal heritage is the real Celebration of being proud Indian, so we have started this **BHILWARA SUR SANGAM** from this year with a panorama of top classical artists, We see this as our small contribution to future generations who have little exposure to the rich heritage of India” said Mr Ravi Jhunjunwala, Chairman of LNJ Bhilwara Group.

He further stated, “While Indian music is well respected across the globe, in India there are still very few podiums for a sustained advancement and exposure to this heritage, we are sure that in coming years Bhilwara Sur Sangam will be successful in expanding the horizon of Indian music”.

The LNJ Bhilwara Group, one of the very old corporate groups in the country and which just completed its Golden Jubilee, has been at the forefront of promoting Indian cultural and spiritual ethos. The Bhilwara Natya Puraskar is yet another well-known initiative of the Group, which is designed to identify and promote local theatre groups in the country. LNJ Bhilwara Group is a Rs 5000 cr business conglomerate and has presence in textiles, hydro power, graphite electrodes and IT.

The two-day extravaganza would begin with performances by Pandit Jasraj and Ustad Shahid Parvez Khan on March 31 (Saturday), while the following day on April 1 audience will have the opportunity to listen to the delightful flute of Pandit Hari Prasad Chaurasia as well as fusion music of Ustad Rashid Khan.