



LNJ Bhilwara Group launches Bhilwara Sur Sangam

The classical fest will have Indian Musical Legends adorn the stage

New Delhi, March 23, 2012: In keeping with its focus on promoting Indian art and culture, leading Indian business conglomerate LNJ Bhilwara Group is organizing Bhilwara Sur Sangam, which is a two-day musical fest featuring stalwarts from Indian classical traditions including legendary artistes Ustad Shahid Parvez Khan, Pandit Jasraj, Pandit Hariprasad Chaurasia, and Ustad Rashid Khan. The Rs 5000 cr group with presence in textiles, hydro power, and graphite electrodes has consistently worked for the promotion of classical traditions and its Bhilwara Natya Puraskar, an initiative to spot local Hindi theatre talents from across the country, is already famous among aspiring drama artists.

“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 are conducting **Bhilwara Sur Sangam** with a panorama of top classical artists, We see this as our small contribution to Indian Classical Music and towards further enriching the rich heritage of India,” said Mr Ravi Jhunjhunwala, Chairman of LNJ Bhilwara Group.

He further stated, “While Indian music is well respected across the globe, in India often we neglect our cultural heritage. By contributing in our own small way we also wish to send a message that our glorious musical traditions needs to be celebrated and all those who can must help conserve and sustain these. We sincerely hope 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.

The two-day extravaganza would begin with performances by Ustad Shahid Parvez Khan and Pandit Jasraj 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 music of Ustad Rashid Khan. To begin with, the events will be held at Kamani Auditorium, New Delhi.

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