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LNJ Bhilwara group pays tribute to Indian classical music

2-day musical fest featuring legendary Indian artists draws huge response

New Delhi, April 1, 2012: The Rs 5000 cr business conglomerate LNJ Bhilwara Group organised a two-day classical music fest in Capital featuring legendary artists Pandit Jasraj, Pandit Hari Prasad Chaurasia, Ustad Shahid Parvez Khan and Ustad Shahid Khan. **Bhilwara Sur Sangam, according to Group's chairman Shri Ravi Jhunjunwala, is their modest efforts to propagate and preserve country's rich cultural legacy.**

LNJ Bhilwara Group has also instituted a unique Bhilwara Natya Puraskar, an initiative to spot and recognize emerging theatre groups from across the country.

These initiatives are in keeping with Group's motto – **Proud to be Indian, Privileged to be Global**. The LNJ Bhilwara Group is present in business areas including textiles, hydro power and graphite electrodes which requires most modern technologies, yet is firmly entrenched in indigenous values. "While we boast of a global footprint with our products reaching out to consumers in over 70 countries, our core remains a deep respect for Indian idioms and values," said Shri Jhunjunwala.

He further added, "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 future generations who have little exposure to the rich heritage of India," said Mr Jhunjunwala.

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.