



Bhilwara Sur Sangam

PRESS NOTE



LNJ Bhilwara Group announces 3rd Edition of Bhilwara Sur Sangam

An annual musical festival, Bhilwara Sur Sangam has hosted country's top musical legends

New Delhi, March 28, 2014: LNJ Bhilwara Group has announced its 3rd edition of Bhilwara Sur Sangam after receiving an overwhelming response from the music lovers for the last two consecutive years, which is an annual musical festival to celebrate the rich heritage of Indian culture.

LNJ Bhilwara Group, have always strived to celebrate the rich cultural traditions of our country. The promotion of eternal heritage is the real celebration of being proud Indian, so the Group organize **Bhilwara Sur Sangam** with a panorama of top classical artists each year. Starting this initiative from 2012, this Classical Musical Fest featured legendary Artists like **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** which received a huge response from the audiences especially the elite class.

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.”

This year, the two-day extravaganza would begin with Vocal performance by **Ustad Shafqat Ali Khan** on 5th April (Saturday) followed by **Shehnai** recital by **Ustad Ali Ahmad Hussain Khan** and on Sitar, **Ustad Nishat Khan** will also perform on the same day. On Sunday, 6th April, **Gaansaraswati Kishori Amonkar** will perform.

Mr Jhunjunwala 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. 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 Bhilwara Natya Puraskar, an initiative to spot local Hindi theatre talents from across the country which is famous among aspiring drama artists.

This year too the entry for Bhilwara Sur Sangam will be available only with passes.

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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