



## Emami Group to enthrall Kolkata art and culture aficionados with a string of programs

### Program List

- **March 18, 2014—Music Recital by world famous sufi qawwali singers “Sabri Brothers”**
- **March 19 & 20, 2014—Staging of “Death of a Salesman” by theatre thespian Mr. Alyque Padamsee and Sabira Merchant**
- **April 03, 2014—Jugalbandi by Kathak exponent Pt Birju Maharaj & renowned percussionist Sivamani**

**Kolkata, 11<sup>th</sup> March, 2014:** **Emami Group**, the Rs 6000 cr leading business conglomerate headquartered in Kolkata, is all set to add a zing to the evenings of Kolkata by hosting a series of cultural programs catering to the art aficionados of the city. As a steadfast & passionate patron for arts, culture and performing artists, Emami Group will host three back-to-back events in Kolkata at Kalamandir Auditorium.

The cultural extravaganza will begin with music recital by world renowned sufi qawwali singers, **Sabri Brothers** on **18<sup>th</sup> March, 2014**. The team of two brothers **Aftab Sabri** and **Hashim Sabri** will enchant the audience with soulful and impassioned renditions of sufi and popular Bollywood numbers like **Malang Malang, Pee loo, Tere naal, Teri jawaani mast mast, Main Hoo Na & Tere naam**.

On **19<sup>th</sup> and 20<sup>th</sup> March, 2014**, Emami Group will bring home Pulitzer Prize winning American playwright Arthur Miller's play, **Death of a Salesman**, starring theatre doyens **Alyque Padamsee** and **Sabira Merchant**. The play will be staged by Raell Padamsee's Ace Production in special arrangement with Dramatists Play Services, Inc., New York.

A rare jugalbandi by Kathak maestro **Pandit Birju Maharaj** & renowned percussionist **Sivamani** on **3<sup>rd</sup> April, 2014** will draw curtains to the 3-event cultural extravaganza organized by Emami Group. In this concert, the living legend Pt. Birju Maharaj will set the stage on fire with the pulsating rhythms and sounds of percussionist Sivamani in a spectacular confluence of instrumental and dancing virtuosity.

Speaking on the upcoming springtime cultural extravaganza, **Mrs. Priti A Sureka, Director, Emami Group** said, “Kolkata has a rich tradition of art and culture and Emami Group has always patronized Indian artistic tradition. The upcoming three events reiterate our commitment towards promotion of cultural legacy and varied artistic sensibilities. It will offer rare moments to be cherished and treasured for the rest of our lives. While the concert by Sabri Brothers will present a transcending mystic experience, the staging of Death of a Salesman will offer a taste of the best of modern drama. The finale with the scintillating jugalbandi by Pt Birju Maharaj and Sivamani will intermingle tradition with the contemporary.”

---

**About Emami Group:**

**Emami:** (NSE: Emami Ltd, BSE: 531162), is the flagship company of the Rs.6000 cr Emami Group. Emami Ltd, founded in 1974, is one of India's leading FMCG Companies engaged in manufacturing & marketing of personal care & healthcare products. With 250 diverse products, Emami's portfolio includes trusted power brands like Zandu, BoroPlus, Navratna, Fair & Handsome, Mentho Plus, Fast Relief and SonaChandi Chyawanprash. The products from Emami are available in over 40 lakh retail outlets across India through its network of 3000 distributors. Emami's global footprint spans across 60 countries including GCC, Europe, Africa, CIS countries & the SAARC. Emami has maintained a CAGR turnover of 24% over the last 5 years. Over the years Emami's products have been endorsed by personalities like Amitabh Bachchan, Shah Rukh Khan, Kareena Kapoor Khan, Bipasha Basu, Mahendra Singh Dhoni, Mary Kom, SainaNehwal, Sushil Kumar among others.

Emami Group is a diversified business conglomerate with over 20,000 employees. The Group is also present in sectors such as Newsprint - Emami Paper Mills; India's largest newsprint manufacturer; Bio Diesel and Edible Oil - Emami Biotech Ltd, largest edible oil refinery in the East & 3rd largest in India; Writing Instrument - CRI Tips Ltd, world's 4th largest ball point tip manufacturer; Realty - Emami Realty, a leading real estate company; Healthcare - AMRI Hospitals, Eastern India's largest chain of hospitals; Retail - Frank Ross and Starmark, largest pharmacy chain & leisure stores in the East and Contemporary Art - Emami Chisel Art. The Group plans to set up a 4 MTPA cement plant in Chhattisgarh with two split grinding units in West Bengal and Odisha of 1.5 MTPA each at a total investment of around Rs.3000 cr.

Please visit [www.emamiltd.in](http://www.emamiltd.in) and [www.zanduayurveda.com](http://www.zanduayurveda.com) for further information

---