



The 6<sup>th</sup> edition of Citi-NCPA Aadi Anant Festival of Indian Music travels to Hyderabad

~ The Hyderabad edition of the concert will feature a delightful journey from 'Baithak to Bollywood' with renowned playback singer Shankar Mahadevan and group ~

~The festival will celebrate the 'Guru-Shishya' heritage of Indian Music ~

~ 10<sup>th</sup> February 2017 | 07.30 pm | Shilpa Kala Vedika, Hyderabad ~

- For the first time, the festival will feature the versatile **Shankar Mahadevan** taking us on a delightful journey from '**Baithak to Bollywood**', exploring the beauty of *bandish* in numerous forms from *kriti, padam, bhavgeet, abhang, ghazal to sufi, folk and film song*
- Citi-NCPA Aadi Anant Festival (Aadi - the beginning, Anant - the timeless ) celebrates the concept of Eternity through artistic traditions that are perpetuated from one generation to the next through the age-old institution of Guru and Shishya
- On the other hand, every generation witness a rise of creative minds, who strive to push the boundaries of traditions in pursuit of exploring new horizons
- Six city festival - Pune, Chennai, Mumbai, Bengaluru, Hyderabad and Ahmedabad

**Hyderabad, February 2017:** The National Centre for the Performing Arts (NCPA), Mumbai, and Citi India announces the 6<sup>th</sup> edition of the much awaited travelling Indian music festival – the '**Citi-NCPA Aadi Anant**' - '**from here to eternity**' presenting a performance night in Hyderabad on **10th February 2017** at Shilpa Kala Vedika, Hyderabad. The festival will feature the versatile **Shankar Mahadevan** taking us on a delightful journey from '**Baithak to Bollywood**', exploring the beauty of *bandish* in numerous forms from *kriti, padam, bhavgeet, abhang, ghazal to sufi, folk and film song*.

**Dr. Suvarnalata Rao, Head Programming –Indian Music** said, "*We are extremely proud to present yet another edition of the Citi-NCPA Aadi Anant Festival of Indian music. Through this festival we are bringing together a bright amalgamation of rich artistic legacies existing in the country. In a bid to uphold the rich Guru Shishya tradition of the country, Aadi Anant is an endeavor for the current generation to view and nurture creative excellence belonging to an eternal stream of time and knowledge*'

The concert will feature *Raga, Tala and Bandish*, the three pillars of Indian music by Shankar Mahadevan and his group in the form of '**Baithak to Bollywood**'. 'Baithak to Bollywood' is a collage of genres comprising those associated with intimate small gathering of connoisseurs (*baithak or mehfil*) as well as popular forms favored by masses at large. Endowed with an exceptionally versatile background in music, Shankar Mahadevan takes us on a delightful journey, essentially exploring the beauty of *bandish* and outwardly transforming into a full-fledged musical story.



The Citi-NCPA Aadi Anant Festival celebrates an incessant voyage of the soul of Indian music which is timeless. Named Aadi - the beginning, Anant - the timeless, the eternal, the one that has no end, the festival expresses the creations of artistic traditions perpetuated from one generation to the next in an uninterrupted manner.

Conceived jointly by Citi India and the NCPA, the Aadi Anant Festival of Indian Music is a unique initiative that stands committed to preserve and propagate the Indian heritage. This initiative is designed to be a multi-city festival which offers an opportunity to the community at large to experience Indian music by both; maestros and upcoming musicians

**Pramit Jhaveri, CEO, Citi India,** said, *“Now in the sixth year, the CITI-NCPA Aadi Anant Festival of Indian Music represents Citi’s continued commitment to support India’s rich cultural heritage. The Aadi Anant Festival, showcases Indian music across genres and generations and at the same time attempts to create opportunities for young, talented musicians to play a part in India’s future. We are delighted to once again partner with a world-renowned institution like the NCPA in preserving and nurturing India’s glorious legacy.”*

The three-month long travelling Indian music festival spanning six cities - Mumbai, Pune, Bengaluru, Chennai, Hyderabad and Ahmedabad will feature much acclaimed and respected maestros of classical music; including maestros like Zakir Hussain (tabla) Shiv Kumar Sharma (Santoor), Ashwini Bhide Deshpande (Vocal) Shankar Mahadevan (Vocal) amongst others.

As trendsetters in their respective fields, Citi India and NCPA created the Citi-NCPA Aadi Anant Festival of Indian Music in 2011. Today, the festival is one of the most highly anticipated events of the year for Indian music. The festival showcases celebrated *Guru-s* with their *shishya-s* as well as features artistic work, deeply embedded in the tradition, and yet seek to reach out in to the infinite realms of creativity, inspired by the changing socio - cultural milieu in which the next generation of the artistes are being groomed.

Tickets Available on [www.Bookmyshow.com](http://www.Bookmyshow.com)  
And at the venue on 10th February 2017- Shilpa Kala Vedika  
(10% students discount will be available at venue)  
Ticket Rates – Rs. 500 onwards plus service tax as applicable

**Festival Schedule:**

Tickets Available on <a href="http://www.Bookmyshow.com">www.Bookmyshow.com</a>		
City, Venue	Date & Time	Artistes
Pune, Annabhau Sathe Auditorium	Saturday, November 19, 2016, 6.30 pm	Folktronika Rahul Sharma (santoor) with Avinash Chandrachud - keyboard Manas Chowdhary - bass guitar Mukundraj Deo - tabla Vinayak Pol - drums & I. D. Rao - saxophone
Chennai, TTK Madras Music Academy Auditorium	Saturday, November 26, 2016, 6.30 pm	Ashwini Bhide Deshpande (vocal) Dhanashri Ghaisas (vocal) supported by Vyasmurti Katti (harmonium) Vinod Lele (tabla)
Mumbai, Tata Theatre, National Centre for the Performing Arts	Saturday, December 10, 2016, 6.30 pm	Shivkumar Sharma (santoor) Rahul Sharma (santoor) Yogesh Samsi (tabla) Mukundraj Deo (tabla)
Mumbai, Tata Theatre, National Centre for the Performing Arts	Sunday, December 11, 2016, 6.30 pm	Zakir Hussain (tabla) Anantha R. Krishnan (mridangam) Navin Sharma (dholak) & Sabir Khan (sarangi)
Bengaluru Chowdiah Memorial Hall	Sunday, January 15, 2017, 6.30 pm	Zakir Hussain (tabla) with Anantha R. Krishnan (mridangam) Navin Sharma (dholak) & Sabir Khan (sarangi)
Hyderabad Shilpa Kala Vedika	Friday, February 10, 2017, 7.30 pm	Shankar Mahadevan and Group
Ahmedabad Gujarat University Convention & Exhibition Centre	Friday, February 24, 2017, 7.30 pm	Shankar Mahadevan and Group



**About Citi India:**

Citi India offers consumers including Non Resident Indians, corporates and financial institutions, a comprehensive range of financial products and services. These include retail banking, mortgage finance, credit cards, personal loans, corporate and investment banking, foreign exchange, securities brokerage, transaction services and wealth management. Citi is an employer of choice and serves more than 2.3 million customers ranging from India's top corporate houses, multinationals operating in India, SME's, self-employed entrepreneurs, households and individuals. Citi India has leading market shares in a number of areas in India's banking industry, including credit cards, distribution of mutual funds, e-commerce banking, investment banking and foreign exchange. In addition, Citi India through its network of Citi Service Centers has been a leading offshoring unit for Citigroup globally, providing employment opportunities in the areas of technology, processing, analytics and financial processes.

Citi India is also committed to enabling socio-economic progress in the communities where we live and work. Since 1999, Citi Foundation through its partnerships, has helped further the financial inclusion agenda through education, and has created livelihood opportunities for youth and marginalized families in India. In addition, Citi has been committed to preserving India's heritage through its programs focused on art and culture. These efforts, over the past 16 years, have benefited more than 2.5 million people across the country. Citi India continues to promote an inclusive and responsible society through its various CSR initiatives.

Additional information may be found at: [www.citibank.co.in](http://www.citibank.co.in) | Facebook: [www.facebook.com/citiindia](https://www.facebook.com/citiindia)

**About the NCPA:**

*Opening its doors to the world in 1969, the NCPA became the first multi-venue and multi-purpose cultural centre to be built in South Asia. Vibrant and diverse, the NCPA today is recognized by artistes, patrons and media alike as India's premier performing arts institution. The Centre provides a fine showcase for India's rich performing arts traditions, all thanks to the institution's training and research initiatives.*

*The NCPA presents over 600 events each year across all major art forms, most notably Indian Music, International Music, Theatre and Film, Dance, and Literature, Visual Arts and Photography. There are Heads of Programming for each of these art forms who curate innovative events and festivals; representative of everything from classical to contemporary throughout the year. The NCPA produces its own programmes as well as collaborates with leading cultural promoters from around the world. NCPA is the only member organisation of the International Music Council (IMC) from India.*

To know more visit <http://www.ncpamumbai.com> | Find us on Facebook and Twitter @NCPAMumbai

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