



Apeejay Bangla Sahitya Utsob launches its first Theme Music

Heralds fifth edition slated for November

Kolkata, 28 June 2019: India's pioneering Bangla Literary Festival **Apeejay Bangla Sahitya Utsob** today launched its Theme music at Oxford Bookstore. Renowned musician Surojit Chatterjee has used Tabla, Sitar and Flute to compose the ABSU Theme music to encompass the essence of Bengal and its literature.

The almost 1- minute Theme music is a first for Apeejay Bangla Sahitya Utsob which turns 5 years old this year. **Swagat Sengupta**, Director of Apeejay Bangla Sahitya Utsob speaking to reporters said, *"ABSU aims to bring in new elements for its audiences since inception and one of our endeavor for our milestone fifth edition is to give ABSU fans their very own ABSU theme music. Surojit Chatterjee has devoted his time composing the theme music for our Utsob because he shares the love for Bangla Language and appreciates the effort we are making to celebrate it. I am also delighted to see innumerable audiences being drawn to Oxford Bookstore Kolkata round the year as we began to focus on various facets of Bengal and its literature in between two ABSUs. Various online and offline endeavors are underway to extend the Utsob to the masses and the Theme music is a very significant initiative that we are announcing today in the run up to ABSU 2019 in November. Apeejay Bangla Sahitya Utsob venturing into creating a signature tune speaks volumes about the response from the Utsob fans and followers. Patra Bharti and Oxford Bookstores have inaugurated ABSU inside Oxford Bookstore, moved to the much larger Apeejay House Lawns and now have the honour of hosting ABSU in the courtyard of Jorasankho Thakurbari for the second year. That the courtyard of the birth place of Nobel Laureate Gurudev Rabindranath Tagore will ring with ABSU theme music this year is a matter of great pride for us."*

Surojit Chatterjee, renowned musician and composer launched the theme music accompanied by ABSU partners - Tridib Kumar Chattopadhyay, Writer, Editor and Publisher, Patra Bharati; and Swagat Sengupta, Festival Director, Apeejay Bangla Sahitya Utsob and CEO of Oxford Bookstores. Commenting on the process and the making of the theme music, he said *"I have been attending the Apeejay Bangla Sahitya Utsob for the last two years and have seen people enjoying the festival. Now I am happy to be a part of this festival with my music, in a technical capacity. The tunes were composed keeping in mind the great writers of Bengal. Instruments like Tabla, Sitar and Flute have been used in the making of the tune as the people of Bengal easily identify themselves with it. A theme song with lyrics would restrict the thinking capability of the people within the lyrics of the song; whereas a tune would allow people to think out of the box. I would like to thank Apeejay for coming up with the concept of the Bangla Sahitya Utsob. My contribution towards it is purely out of my love for literature and the festival."*

Tridib Kumar Chattopadhyay, Publisher at Patra Bharati and co-presenter of the festival since its inception, spoke about the journey of the festival, its growth, the various associations with organizations and partners and the authors and sessions expected during the main festival. He commented *"Literature and Music are intertwined with each other. Thus, we thought that our Apeejay Bangla Sahitya Utsob, which started, in a small way, four years ago and has scaled massive heights since then, needs to have a theme music. This is the need of the society today and that is why today we are launching the theme song."*

Created by Oxford Bookstores in association with Patra Bharati, the Utsob will be hosted by at Jorasankho Thakurbari, Kolkata and will welcome eminent authors, renowned film directors, poets and musicians



covering all the facets of Bangla literature to the City of Joy, soon to be given the name of the City of Literature on 22nd, 23rd and 24th November, 2019.

About Apeejay Bangla Sahitya Utsob (ABSU):

Apeejay Bangla Sahitya Utsob (ABSU), India's first Bangla Literary Festival (ie Utsob in Bangla) created by the nearly 100 year old Oxford Bookstore in 2015, *honours the rich literary tradition of the Bangla language by making it increasingly visible and accessible, building an audience for Bangla books and creating a culture of readership among the new generation. The Utsob is the pioneer of initiating an interactive platform for the voices of Contemporary Bangla Literature at the national and international stage. ABSU not only showcases all aspects of Bangla literature, literary expressions and its impact on various art forms but also aims to encourage youth and familiarize them with the Bangla language.* Among eminent personalities who have graced the Utsob in the last four editions are renowned authors like Sankha Ghosh, Shirshendu Mukherjee, Sanjib Chattopadhyaya, Nabaneeta Dev Sen, Samaresh Majumdar, Pracheta Gupta, Ranjan Bandhopadhyay, Saikat Mukhopadhyay, Nrisingha Prasad Bhaduri, Srijato, Binod Ghoshal, Himadrikishor Dasgupta, Anish Deb, Krishnendu Mukherjee and Subodh Sarkar; film Directors like Suman Mukhopadhyay, Aniruddha Roy Chowdhury and Arindam Sil; Bengali musicians Nachiketa, Surojit Chatterjee, Anindo Chattopadhyaya and Swagatalakshmi Dasgupta; Actors Sabyasachi Chakraborty, Abir Chatterjee, Barun Chanda and Riddhi Sen. Beside these the Utsob has also attracted prominent literary personalities from Bangladesh like Salina Hussain and Imdadul Haq Milon. ABSU is committed to the journey of Bangla Literature which is both exciting and exhilarating.

About Patra Bharati

Patra Bharati started its journey back in the year 1968, with the very reputed juvenile magazine, Kishore Bharati. In 1981 Patra Bharati entered the world of book publishing. It mainly concentrated on Children and Juvenile Literature. With the start of a millennium, Patra Bharati stepped up and started publishing of all Literature across all genres and age groups. The lines of restrictions were removed and a new age publication house that focused on varied forms of Literature was born. Patra Bharati has to its credit Novels, Essays, Compilations, Graphic Novels, Comics, Stories, Non Fiction, Prose and so on. Many titles have received Awards and Accolades and are best sellers in today's time. Very recently Patra Bharati has also entered into English Publication, under the name BEE Books which has started gaining popularity with some of its titles.

About Oxford Bookstores:

Established in 1919, Oxford Bookstore is the best equipped 'base-camp' for journeys of the mind offering its customers the widest range of outstanding titles and consistently courteous and informed service for close to a century. Today, with stores in major metros, India's first of its kind tea boutique, Cha Bar, India's only literary festival created by a bookstore, Apeejay Kolkata Literary Festival, Oxford Bookstore offers booklovers access to the very best in publishing enhanced by a variety of events which salute books, visual & performing arts and celebrate the word. Oxford Bookstore measures its success by the smiles on millions of happy customers that the brand has served over the last nearly 100 years. There are a few treats as sumptuous as a visit to Oxford Bookstore in India. Each time you walk into our iconic store in Kolkata where the brand started in 1919, its charm leaves you wanting for more. Our fleet of happy to help expert booksellers and informed hosts work day and night to bring to customers world class reading experience be it through our books or our fine teas and live by the brand's motto - Much more than a bookstore – at every Bookstore.

For further information please contact: Vinita Singh, Apeejay Surrendra Group, M: 93309 92015,
Email: vinitasingh@apeejaygroup.com