



### *Anchor Annoucement*

*A Maverick Musician. The Mastermind Behind Classical 'Zing'.  
A Path Bender. The Game Changer. Innovator. Culturally Rooted.*

*We announce the presence of World Renowned, a Global Icon, and India's Leading Sitar Player - Niladri Kumar.*

*Niladri Kumar is a rare musician. On one hand he hones a profound, in-depth serious understanding of Indian Classical Music and on the other he blends the contemporary modern space in an inimitable style of instantly making the audiences connect with his Music, world over.*

*Niladri was the First to Establish the Electric SITAR , a creation of his own - the fiery red ZITAR. Sound has Waves but his Zitar managed to create Ripples in the Vast Ocean of Music.*

*He is a Youth Icon and has inspired many young minds to learn the Sitar and further explore more about the music legacy that India has to offer. His contribution to Music has been immense and has emerged as a National Pride.*

*His Music is Inviting, explosive, yet introspective and has the magical ability to take you on a path within your own.*

*Ladies and Gentlemen we call upon stage Niladri Kumar.*

### *Additional Points:*

*He is the Son and Disciple of Pandit Kartick Kumar.*

*At an early age he received many prestigious awards and titles.*

*He gave his first public performance at the age of 6 at Pondicherry and released his first album at the age of 15 with his Father.*

*He was recently seen in the Popular Advertisement "The Waah Taj" Tea Commercial.*

*He has played memorable tunes in many of the popular Bollywood Films, Like Crazy Kiya Re in Dhoom 2, Chup Chup Ke, Aashique 2 and so on.*

*He is the Chosen Ambassador for Brands like Harman AKG, Roland Boss, Seymour Duncan, Sonodyne a few to mention.*