



## **A.R. Rahman Sets an Archetype with A.R. Rahman ENCORE – The Concert with MTV**

**Hyderabad, November 26, 2017:** Music lovers who congregated at Hyderabad’s Gachibowli Stadium tonight couldn’t have expected a better conclusion to the year than with a landmark concert by the musical genius A.R. Rahman.

Master composer A.R. Rahman kicked off his four city stadium tour series, celebrating his 25 iconic years in the Indian entertainment industry, with ‘A.R. Rahman ENCORE- The Concert in association with MTV’. The tour will soon make its way to mesmerize his fans in Ahmedabad, Mumbai before culminating in New Delhi.

Arriving at the entrance of the venue, one could feel the excitement that is reserved solely for the most famous musician of India with the crowd who had come out in droves to support the man who is arguably one of the most popular members of their community. The concert that lasted three hours and played to a packed fully seated venue, was replete with moments of delight for concert goers based in the city. The stadium tour which attracted over 20,000 attendees was an understated reminder that it takes once-in-a-lifetime musical genius to give once-in-a-lifetime musical experience!

The performance by the Mozart of Madras — a title he’s not particularly fond of — was splendid and adding to the splendour was the monstrous production backed by state of the art technology apart from Rahman and the accompanying musicians regale the audience to some of his most popular songs, both old and new. The Oscar-winner laced the three-hour show with a mesmerising display of his keyboard mastery.

The stage was impressively put together, and what caught the eye was a video montage that played out giving a pulsating beginning to a celebration of two and a half decades. The three hour spectacle effortlessly presented the best of Rahman, uplifted by a thundering display of LED concoctions and other visual treats. Also accompanying the legend were Jonita Gandhi, Mohit Chauhan, Javed Ali, Shashaa Tirupati, Hriday Gattani, and Harshdeep Kaur.

**Saugato Bhowmik, Head, Live Viacom18 and Consumer Products, Viacom18, said,** “To witness a legend such as A. R. Rahman in concert is something people put on their bucket lists. Since the day Live Viacom18 first announced the ENCORE concert, we have been inundated with messages from fans wanting to be present for the event. It thus comes as no surprise to us that the event tonight was beyond spectacular. We know people are going home today with memories that will last them a lifetime – something that we aim to create with every event of ours. Here’s looking forward to packed houses and some more amazing experiences as we continue on this tour in Ahmedabad, Mumbai and Delhi!”

**Kunal Khambhati, Head- Live Events and IP, BookMyShow said,** “When A.R. Rahman takes the stage, one cannot expect anything less than pure musical delight and this is exactly what the city of Hyderabad witnessed tonight. BookMyShow elevated this extravaganza by delivering an outstanding and memorable experience to every single attendee and we look forward to replicating this in Ahmedabad, Mumbai and New Delhi shortly.”

**Sainath Malkapuram and his team Deepthi Dullur, Srikanth Goud of Hyderabad Talkies said,** “We have created history today and would like to thank the Telangana Government for their relentless support and faith in us. The concert has set the perfect tone for Global Entrepreneurship Summit.”



The evening concluded with the audiences crooning to the John Williams of the Indian film industry with a smile on their faces and a song in their heart and the reinstatement of a universal fact – no other live Indian concert can warrant such committed audience participation.

### **AR Rahman ENCORE**

After a hiatus of over 5 years, the music maestro A.R. Rahman has embarked on a massive stadium tour spanning across Hyderabad, Ahmedabad, New Delhi, Mumbai and LIVE Viacom18 in association with MTV and the official ticketing partner BookMyShow will present this magnificent spectacle encapsulating the musical excellence of two and a half decade journey of the legend. The tour is brought in association with Hyderabad Talkies in Hyderabad, White River Entertainment in Ahmedabad, Viacom18 in Mumbai and Maham in New Delhi.

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