



## Live Viacom18 and BookMyShow Collaborate to Present Music Maestro's A. R. Rahman's Biggest Ever India Tour

- **'A.R. Rahman ENCORE- The Concert' in association with MTV, will celebrate the icon's 25 years in music -**
- **The tour will travel to New Delhi, Hyderabad, Ahmedabad and Mumbai between November-December 2017-**

**-Tickets to be exclusively available on BookMyShow-**

**Mumbai, September 29, 2017** – After a hiatus of over half a decade, the legendary musician A.R. Rahman will be seen weaving a magical spell as he embarks on his biggest ever multi-city India tour reliving his musical renditions from over the years. LIVE Viacom18, along with official ticketing partner BookMyShow, will bring this spectacular event A.R. Rahman ENCORE- The Concert, in association with MTV to four major cities in India to celebrate the maestro's 25 years in music.

### **Tour Details:**

**26th November** - Hyderabad  
**3rd December** - Ahmedabad  
**17th December** – Mumbai  
**23rd December** – New Delhi

The tour will not just commemorate more than two decades since his acclaimed debut in 1992 with Mani Ratnam, but will create a new highpoint for music lovers across the nation. The creative genius is expected to be accompanied by talented musicians from across India in a one of its kind tour.

The tour is brought in association with Hyderabad Talkies in Hyderabad, White River Entertainment in Ahmedabad, Viacom18 in Mumbai and Maham in New Delhi.

Discussing the forthcoming India tour, the world's most prolific artist of recent times, **A. R. Rahman** ecstatically affirms, *"It has been an incredible journey over these last 25 years. Sometimes when I ponder I get goose bumps because the Almighty has been kind in giving me happiness that has only multiplied year after year. I've been immensely blessed to have the love and support of my fans, friends and family. From husband to father to composer to mentor, I have embraced different roles but the music has always been constant. Music for me serves as the spiritual bond between the audience and myself. I am excited to be performing at home after such a long gap. Come and join me and my amazing ensemble of singers as I will celebrate what inspires and motivates me to be the person I am today."*

Speaking about the upcoming concert, **Mr. Raj Nayak, COO, Viacom18** states, *"At Viacom18, our focus has always been on creating extraordinary experiences where live events are concerned. We believe in*



*pushing the envelope to introduce our audiences to newer concepts and provide entertainment that's not only of great value but also creates a place for itself in their hearts and minds. Bringing this amazing multicity concert with none other than A R Rahman, who is one of the biggest musicians India has ever seen, is just another step for us in the direction of fulfilling our promise to our audience. Along with that, we are, of course, happy to strengthen our partnership with BookMyShow and we look forward to creating mutually beneficial integration through this association leading to many more opportunities in the future."*

**Mr. Kunal Khambhati, Head- Live Events and IP, BookMyShow** elaborates, *"BookMyShow has always been at the forefront of providing access to the ultimate entertainment experiences in India. We are absolutely thrilled to be celebrating 25 years of music, memories and iconic moments with legendary singer, songwriter, philanthropist and musical genius Mr. A. R. Rahman. His four city tour – ENCORE will reunite a billion hearts over the passion for a man who has given them so many moments of impact over the years. The tour promises to be an entertainer and nostalgic walk down memory lane. We are delighted to be partnering with LIVE Viacom18 who share our vision of building India as a live entertainment destination."*

Adding on **Mr. Saugato Bhowmik, Head, LIVE Viacom18** says, *"It remains our persistent endeavor to bring the best in live entertainment for our fans. This tour is extremely close to our heart, because A.R. Rahman is not just the biggest name in the Indian music industry but also someone who has inspired so many more in the industry. We are very excited to have such an inspirational personality on a first of its kind tour in India. It is a delight to watch him perform live, and we are looking forward to create an unforgettable experience for our consumers."*

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**Media Contact**

Arushi Maheshwari: +91 8802999023 | [arushi.maheshwari@bookmyshow.com](mailto:arushi.maheshwari@bookmyshow.com)