



9X Media launches SpotlampE.com - the originals platform for non-film music



Bappa Re exclusive track by Shankar Mahadevan to be launched this Ganesh festival

9X Media, India's leading Music Network, announces the launch of SpotlampE.com, a platform for original non film music. SpotlampE will produce and distribute original tracks with fresh and mainstream talent under the SpotlampE label. 'Bappa Re' an exclusive SpotlampE track by ace singer Shankar Mahadevan will be launched on 12th September 2018, celebrating the Ganesh Festival. 'Bappa Re' will be aired across 9XM, 9X Jalwa and 9X Jhakaas.

SpotlampE focuses on original music production, distribution and artist management. The platform moves beyond film based song compositions and provides artists the scale and the reach that their talent merits. All the 9X Media originals including **Kudi Tu Pataka, Bingo Mad Angles Song, Bajne Do Night and Day, etc.** will now be part of the SpotlampE label.

Commenting on the launch of SpotlampE, Ms. **Rajitta Hemwaani Sr. Vice-President, Creative Content and New Business 9X Media Pvt Ltd.** said "We are delighted to announce the launch of SpotlampE, a fabulous platform for creating and promoting non-film music and content. The platform will provide an opportunity to both new and established artists to showcase their talent across India and to the worldwide Indian Diaspora. SpotlampE will help music fans discover a wide spectrum of musical talent."

Speaking about 'Bappa Re' song, Ms. Hemwaani added, "We are pleased to collaborate with Mr. Shankar Mahadevan, a multi-talented singer, music composer and entertainer par excellence; and release the 'Bappa Re' song as part of the launch of Spotlampe.com on the auspicious occasion of Ganesh Festival. Bappa Re captures the devotional essence of Ganesh festival but in a contemporary style."

The 'Bappa Re' track is composed by Ameya Naik, produced and directed by SpotlampE. The lyrics of the song are by Paritosh Vaishnav. The upbeat music video captures the Ganesh festival celebrations across Maharashtra.

Speaking of the track Shankar Mahadevan said "Ganesh Chaturthi, the first day of Ganapati festival is one of the most auspicious occasions in India and working on a track like Bappa Re



was a cherished experience. My collaboration with 9X Media's SpotlampE was memorable. I really enjoyed the track and am confident that it will definitely resonate with the Ganesh followers across all ages."

Bappa Re will be promoted across social media and digital platforms of 9XM, 9X Jalwa and 9X Jhakaas. The track will continue to play on high rotations across all 3 channels all through the Ganpati Festival till the 23rd September 2018.

Catch 'Bappa Re' exclusively across 9X Media channels and on www.spotlampe.com