



## **SpotlampE announces the launch of Busy Busy track presented by Lava**

SpotlampE.com the platform for original, non-film music by 9X Media Pvt Ltd. has launched a new track by singer Neha Pandey. Presented by Lava, the track - Busy Busy will be aired across 9XM, 9X Jalwa and 9X Tashan starting 9<sup>th</sup> October 2018.

Spotlampe.com by 9X Media is the platform that focuses on original music production, distribution and artist management. The latest artist joining the SpotlampE talent catalogue is the Dubai based Bollywood singer Neha Pandey. Trained in Lucknow, this world citizen has worked with different musicians across the globe. Her latest single Humdard from the film "Dobaara" was in collaboration with rapper Parry G and Arko.

Commenting on the launch of the song Busy Busy, singer **Neha Pandey** said "I am really excited to collaborate with SpotlampE.com for the launch of my latest track; Busy Busy is a peppy track with great lyrics and catchy music. The music video captures the essence of the song, which is the girl's complaint about the busy schedule of her beloved. We had great fun recording the song and the music video. As an artist, I am eagerly waiting to see how the audiences respond to the track. Also, I'm thrilled to be associated with a platform like SpotlampE and 9X Media, which mentor and nurture talent and give the song a robust global reach.

The track Busy Busy is composed by Gourov Roshin and the lyrics are by Kumaar. The music video directed by Shruti Vohra features popular models Bidita Bag and Abhinav Shukla.

Speaking of the latest track, **Ms. Rajitta Hemwaani, Sr. Vice-President Creative Content and New Business, 9X Media Pvt. Ltd.** said "After the success of Bajne Do Night & Day and Bappa Re, Busy Busy will be the next hit song to be launched under the SpotlampE label. This platform focuses on fresh and established music talent and we at SpotlampE assist and mentor artists enabling them to reach out to millions of music lovers across the globe. Busy Busy will air across 9XM, 9X Jalwa and 9X Tashan. The music video will also be available on [www.SpotlampE.com](http://www.SpotlampE.com). The catchy and foot tapping tune of the song will ensure that this will be on the playlist of all music lovers."

Besides the extensive on-air promotion across 9XM, 9X Jalwa, 9X Tashan, 9X Jhakaas and 9XO, Busy Busy will also be promoted across 21 million fans through social media and digital communities of 9X Media Network.

Catch the song Busy Busy exclusively on <https://spotlampe.com/hindi/busybusy-nehapandey/> and on 9X Media's music channels.