

PRESS RELEASE

HCL Concerts Expands its Footprint to Madurai

The first edition of HCL Concerts in the city will witness a performance by India's renowned vocalist Karthik

Madurai, July 11, 2018: HCL has been one of the largest supporters of classical performing arts in India. Having organized regular concerts across several major cities of India, HCL Concerts today announced its expansion to Madurai. Known for rich cultural heritage, Madurai will become the fifth city to play host to HCL Concerts after Delhi/ NCR, Chennai, Lucknow and Nagpur.

HCL Concerts' vision is to celebrate India's classical performing arts and help all generations stay connected to the culture, heritage and artistic traditions of our country. In its 20th year now, HCL Concerts is one of the longest running concert series in India. HCL hosts over 20 concerts every year, with performances from both established as well as talented upcoming artists.

The first HCL Concert in Madurai is scheduled to take place on the 20th of July at the Lakshmi Sundaram Hall. This concert will feature Karthik, renowned vocalist, who has been trained in both Carnatic and Hindustani classical music since his school days. Karthik has also come to be recognized as a playback singer and has sung over 4000 songs in Tamil and Telegu alone. He has recorded a number of songs for popular music directors like A. R. Rahman, Ilaiyaraaja, Hamsalekha etc.

Commenting on the launch of HCL Concerts in Madurai, **Sundar Mahalingam, Chief Strategy Officer, HCL Corporation** said, *"Tamil Nadu and especially Madurai has a rich history rooted in the classical arts including literature, dance, music and drama. We hope that our efforts of organizing HCL Concerts in Madurai will allow the people of the city to experience live performance from legendary classical artists."* He further added that, *"HCL's efforts to rejuvenate the Indian Classical arts is not limited to organizing concerts alone. HCL has also taken classical music digital as one of our goals is to help younger audiences appreciate the nuances of India's ancient artforms. We have; therefore, recently launched the HCL Music app which is a free-to-download and use mobile application, dedicated to Indian classical music."*

Note to the Editor:

About HCL Concerts:

The conservation and promotion of India's art and cultural heritage is very close to HCL's heart. To this end, HCL has been organizing HCL Concerts for over 20 years, dedicated to identifying, evolving and promoting talent rooted in the glorious heritage of Indian classical performing arts. Concerts under the umbrella of HCL Concerts are organized in Delhi NCR, Lucknow, Nagpur and Chennai across various venues regularly throughout the year.



Over the years, HCL Concerts has evolved into a unique platform for the exceptionally talented veterans as well as upcoming artists – be it dancers, vocalists or instrumentalists. Over 500 artists have graced this platform and have contributed towards reinvigorating the Indian classical performing arts. While there have been spellbinding performances by legends such as Pandit Shivkumar Sharma, Pandit Vishwamohan Bhatt and Pandit Hariprasad Chaurasia, HCL Concerts has also provided a platform for the new age maestros such as Purbayan Chatterjee, Amaan & Ayaan Ali Bangash, Kaushiki Chakraborty and Rakesh Chaurasia.

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