

Press Release

Ministry OfMuzik Launches Their Ambitious Project 'AbolTabol' Recited By Shri Soumitra Chattopadhyay

- **Conceptualised & Designed By Shiladitya Chaudhury AbolTabol Will Be Available In A Four-Part Series**
- **The First Episode Will Be Launched On Children's Day**

Kolkata, 13th November, 2020: Ministry Of Muzik, the new and most sought after YouTube channel for music and performing arts, today announced the launch of **Sukumar Ray's 'AbolTabol'** in an audio visual format. Conceptualised and designed by **Mr. Shiladitya Chaudhury**, the living legend, **Shri Soumitra Chattopadhyay** has recited all the **53 rhymes**, which is considered to be a masterpiece in Bengali literary sphere. '**AbolTabol**' is being jointly presented by the leading real estate company of Eastern India, **Eden Realty Ventures Pvt Ltd.**

A webinar was arranged to announce the launch of this **4 part series** of '**AbolTabol**'. The first episode will be available on **Children's Day, 14th November, 2020** in the **Ministry Of Muzik's YouTube channel**. The launch was attended by the national award winning film director, **Mr Sandip Ray** and **Mr Biswadeep Gupta, Director - Marketing, Eden Realty ventures Pvt Ltd** along with **Mr Shiladitya Chaudhury**.

"For me personally, '**AbolTabol**' is a labour of intense passion and love. It will not be an exaggeration to say that the audience were eagerly waiting for this unique initiative ever since we announced it. We grew up reading '**AbolTabol**' and it has become an integral part of our lives even today. Though we chose Children's Day for the release, '**AbolTabol**' is not just for children, it can be enjoyed by any person of any age. I had a deep desire of presenting '**AbolTabol**' in an audio visual format featuring none other than **Shri Soumitra Chattopadhyay**, so that it creates a great archival value and remains forever for the coming generations to enjoy", said **Mr Shiladitya Chaudhury, Director, Ministry Of Muzik**.

"It is true that if you are a Bengali your childhood is incomplete without **Sukumar Ray's 'AbolTabol'**. It will continue to entertain and educate every generation. We are very happy to be a part of this unique initiative initiated and heartily congratulate **Ministry OfMuzik's** entire team for putting all their efforts to present such a fantastic concept. We have joined hands to promote the project as '**AbolTabol**' does not only evokes nostalgia but also even till date is equally popular amongst the current generation. I am sure that **Legendary Shri Soumitra Chattopadhyay's** incredible recitation, will arrest the attraction, interest as well as encouragement from the audience", said **Mr Biswadeep Gupta, Director -Marketing, Eden Realty Ventures Pvt Ltd.**

"It is indeed a moment of pride for us when the thespian **Shri Soumitra Chattopadhyay** agreed to do the project. We had goose bumps during the recording session, which was completed in 2 consecutive days. Watching **Soumitra Babu** recite the rhymes with great enthusiasm was quite an overwhelming experience", added **Mr Chaudhury**.

"**AbolTabol**" is now available in the **Youtube Channel** of **Ministry OfMuzik**. The first episode will feature rhymes like **GnofChuri, Kath Buro, Khichudi, Sawt-Patro&GanerGnuto** among others. The remaining 3 episodes will be launched in subsequent weeks.

"**AbolTabol**" is produced by **Ministry OfMuzik**, the production is managed by **Som's Harmony Production**. **PalasTarafdar** is the **DOP** while **Saurav Patra** of **Mandrake Designs** has edited the entire video. **Som Chakraborty** has done the Background Music & Foley Music and **Rajib Mukherjee** has recorded the sound for the production.

Subscribe to the **YouTube** channel of **Ministry OfMuzik** to enjoy '**AbolTabol**'.

About Ministry OfMuzik:

As the saying goes, music has no language crossing all barriers and this is the very thought with which the Ministry OfMuzik YouTube Channel has been formed; a platform to produce and promote all kinds of music across all languages. Ranging from Modern songs to Rock and Pop to Instrumentals, Rabindrasangeet to Nazrulgeetis, Classics to Semi Classics, Film Music Covers to Mashups, Folk Songs to Ballads, Live Concerts to Exclusive Interviews - you name them and you will find your genre of music here. With Ministry OfMuzik, your favourite form of musical entertainment will be presented at a click of a button. From stalwarts to rank newcomers, Ministry OfMuzik will present their songs with the simple motto of 'Soothe Your Soul With Music', promising to celebrate the spirit of musical diversity in India.

For further information please contact:

Sreeraj Mitra / Abhishek Ghosh / Anwesha Mukherjee / Shayantani Biswas

Sagittarius Communications

Ph: 9007307884 / 869919319 / 8697719306 / 8697719304