



Press Release

Kumar Sanu's New Hindi Single 'Bheegi Bheegi' Recorded In Kolkata

Kolkata, 3rd March, 2021: The evergreen singer crowned as the Melody King of Bollywood, who is an iconic inspiration to millions, **Kumar Sanu** recently lent his voice to a soulful romantic new single titled, '**Bheegi Bheegi**'. The song has been composed by **Shiladitya - Raj** and written by lyricist **Shabbir** and will be launched on the Youtube Channel **Ministry Of Muzik**, that has gained immense popularity for its diversified content in a short span of time.

The song '**Bheegi Bheegi**' reminisces the bygone melodies of the 90s, ushering a wave of romanticism and nostalgia. The passionate lyrics are bound to usher in feelings of tranquility and love among individuals. **Bheegi Bheegi** intends to encapsulate the whirlwind of emotions an individual is subjected to when in love.

The song '**Bheegi Bheegi**' has been recorded at **Studio World**. The music video will be directed by **Som Chakraborty**, who is also responsible for the sound designing and mixing – mastering of the song.

"Music is the biggest stress buster and there is nothing more soothing than the romantic songs of the 90s. It is in this regard that we composed the music of Bheegi Bheegi, to bring back the lost glory of the bygone era. We have earlier also worked with Sandu Da but this is our first Hindi song with him and he has rendered it with aplomb", said **Shiladitya - Raj**.

The song '**Bheegi Bheegi**' upholds the romantic nuances of the 90s, wherein love was deemed as the strongest emotion experienced by man. Ministry Of Muzik aspires to showcase a variety of musical works across all genres in their Youtube platform, and the launch of Bheegi Bheegi is a step forward in that direction.

About Ministry of Muzik:

As the saying goes, music has no language crossing all barriers and this is the very thought with which the Ministry Of Muzik 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, Classical to Semi Classical, 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 Of Muzik, your favourite form of musical entertainment will be presented at a click of a button. From stalwarts to rank newcomers, Ministry Of Muzik will present their songs with the simple motto of 'Soothe Your Soul With Music', promising to celebrate the spirit of musical diversity in India.

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