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Press Release

Pramod Films & Big Day Unveil Captivating Promotional Music Video "Ami Amar O" for Palan by Renowned Singer Indranil Sen

Kolkata, 13th September, 2023: Pramod Films & Big Day, a creative powerhouse in the entertainment industry, proudly announced the release of their latest promotional music video, "Ami Aar O," under the mentorship and supervision of **Indraadip Dasgupta** for the upcoming movie **Palan** featuring the soulful and melodious voice of the esteemed Bengali playback singer, **Indranil Sen**. This musical masterpiece promises to captivate audiences with its heartwarming lyrics and soul-stirring melody. **Kaushik Ganguly** penned the heartfelt lyrics for the music video, while **Ujaan Ganguly** orchestrated the melodious composition. The soulful vocals were beautifully rendered by **Indranil Sen**, with music production skillfully handled by **Debayan Banerjee**.

"Ami Aar O" is a testament to Pramod Films & Big Day's commitment to creating unforgettable audio-visual experiences. With lyrics that touch the heart and a melody that lingers in the soul, the song is destined to become an instant favorite among music lovers.

The music video, directed by Kaushik Ganguly, is a visual treat that complements the song's emotional journey. It weaves a narrative that resonates with the lyrics, offering a poignant and immersive experience for viewers. The cast of Palan features **Anjan Dutt, Mamata Shankar, Sreela Majumdar, Debapratim Dasgupta, Jissu U Sengupta** and **Paoli Dam** and the singer of this video **Indranil Sen** attended the gala music video launch ceremony.

"We are delighted to bring 'Ami Aar O' to music enthusiasts. Indranil Sen's rendition and the mesmerizing music video perfectly encapsulate the emotions we intended to convey. This release is a testament to our dedication to delivering high-quality content that resonates with audiences on a profound level," said Kaushik Ganguly.

"It has been a pleasure to lend my voice to 'Ami Aar O.' The song carries a beautiful message, and I am honored to be a part of this musical journey with Team Palan," Said Indranil Sen.

'Ami Aar O' launched yesterday and will be available for viewing on social media. Team Palan invites music enthusiasts and fans of Indranil Sen to join them in experiencing the magic of this music video.

About Pramod Films

Pramod Films is one of India's most prestigious film production houses. Started with their debut film in 1958, Pramod Films have produced some memorable classics and blockbusters featuring some of the industry's biggest stars. Currently, Pramod films is led by the founder's grandson, Prateek Chakravorty. After a generation gap, Pramod Films is back in the reckoning, starting with some avantgarde projects in Hindi, Bengali & Marathi. The production house debuted on Television with a premium talk show "Born Stylish" which included a list of national and international celebrities talk style on VH1 & Colors Infinity Channel. Apart from that, Pramod Films has endeavoured in creating exclusive web content & short films which have received global accolades and recognition. Pramod Films will get into high concept web series and GEC Shows as well.

About Suven Kumar Das of The Big Day

The Big Day is the brainchild of Suven kumar Das, who started his career with Director Ravi Ojha with *Ek Akasher Niche* in the year 2000 and later in 2010 he joined as a executive producer in a renowned Production house and worked for many more films for renowned Film



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Directors including Rituparno Ghosh, Sandip Ray & Arindam Sil among others. In 2019 he started his Production House The Big Day, and started Line production and was associated in films like Hridpindo, Srimati, Kabaddi Kabaddi, Lukochuri, etc.

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