



Press Release

## **Asha Audio Launches Mekhla Dasgupta's News Romantic Singles, "Bheja Bheja Swapnagulo - Na-Bola Premer Gaan"**

**- An Ode To The Silent Lovers, Written & Composed By Sreeraj Mitra -**

**Kolkata, 1<sup>st</sup> February, 2024:** Asha Audio, today, launched their first song of the year, a romantic singles, **Bheja Bheja Shopnogulo - Na-Bola Premer Gaan**, sung by one of the most promising singers of this generation, **Mekhla Dasgupta**, written and composed by **Sreeraj Mitra**. Music Arrangement has been done by veteran musician & composer, **Rocket Mondal**. Renowned filmmaker, **Mr Avijit Sen** was present to launch the song in the presence of **Ms Apeksha Lahiri, Director, Asha Audio** and the cast and crew members of the music video. The music video is now available in the YouTube channel of Asha Audio - YouTube/AshaAudio.

**Bheja Bheja Shopnogulo**, is a song about a woman's unrequited love and reminisces. The love that she experienced, nurtured but could never spell out. She lives with that Untold Love and at times looks back in happiness or with a tinge of sorrow about the time she has spent and dreams she had shared with the person concerned. Life for her goes on like this where, at the same time, she feels that the person also loves her and they might unite one day. In Short and in Bengali, it is - **Na-Bola Premer Gaan (The Untold Love Song)**.

"I am looking forward to the audience reaction to 'Bheja Bheja Swapnagulo'. It is a very different kind of composition, purely melody based, that I have sung for the first time. The guitar and violin have been extensively used to reflect the mood of the song in the best possible manner. The experience of working with Sreeraj Da, Apeksha & Rocket Da has been wonderful", said **Singer, Ms Mekhla Dasgupta**.

"Bheja Bheja Swapnagulo is a love song dedicated to the silent lovers this Valentine's month, who wanted to but could not say, 'I Love You' to the person they deeply loved. The song captures the fond remembrance of that beloved person. The composition is done in such a manner that it has a tranquil effect on the listener. Collaborating once again with Rocket Da for this song was a delightful experience. Mekhla is an extremely talented performer. Through her rendition, she has brought out the nuances required, perfectly. Her beautiful rendition should make this a listener's delight. My association with Asha Audio dates back over a decade. I am thankful to Apeksha for reposing faith on me and allowing me creative freedom to make this song", said **Lyricist & Music Composer, Mr Sreeraj Mitra**.

"We at Asha Audio, have presented numerous innovative concepts and chartbusters in our almost 3-decade long journey. We have worked extensively with established singers as well as opened doors for various newcomers. We have worked both with Mekhla Dasgupta and Sreeraj Mitra before and this is for the first time we bring them together for this unusual love song, 'Bheja Bheja Swapnagulo - Na-Bola Premer Gaan'. The concept is unique and the music has an old world charm. Mekhla's voice and rendition has complemented the composition to perfection", said **Ms Apeksha Lahiri, Director, Asha Audio**.

Mekhla Dasgupta is one of the most talented and sought after singers of the current generation. With a few popular songs under her belt, Mekhla is also a crowd puller as her Live shows are very popular. The lyrics of this song are by **Sreeraj Mitra**, a Communications Consultant, who at the same time pursues his passion for writing songs for over a decade. A few legendary Bollywood singers have sung his songs. This is for the first time he is debuting as a music composer with this song.



The song has been programmed by **Subrata Bose** while **Rocket Mondal** has also played the guitar and **Sandipan Ganguly** has played the violin. The song was recorded by **Shubhajit Maggie Banerjee** and the Mixing was done by **Bobbie Prasad** at **Om Studios**. The music video has been directed and edited by **Sameer Jamess**, cinematographed by **Ashok Bej** and **Sukanyaa Chatterjee** has choreographed it. The music video stars TV actors **Tuin Chakraborty** with **Palash Ganguly**. **Tamal Duary** has created the Publicity Design, Promo & Teaser.

The making of Bheja Bheja Swapnagulo - Na Bola Premer Gaan has been supported by the Co-Sponsor, **Emami Healthy & Tasty**, PR Partner, **Sagittarius.Inc**, Venue Partner, **Jain Group** and Hospitality Partners, **Oudh 1590** & **The Yellow Turtle**.

### **About Asha Audio Company**

Asha Audio Company laid its foundation in May 1995 with the blessings of the legendary singer Asha Bhosle. In this journey of over 17 years, the company has been able to build up a catalogue of 400 titles. The audio major took a very bold step to establish contemporary music and launched albums of Mohiner Ghoraguli & Paraspathar in 1995 / 1996, which was followed by Chandrabindoo, Miles, Cactus, Fossils & Lakkhichhara. A major section of the company's repertoire has been designed with Rabindrasangeet, which has a rich blend of artistes like Hemanta Mukhopahyay, Debabrata Biswas, Subinoy Roy, Ajoy Chakraborty, Rezwana Chowdhury, Indrani Sen, Srikanta Acharya, Lopamudra Mitra, Jayati Chakraborty and the new age Bollywood playback singers like Shaan, Kavita Krishnamurthi, Alka Yagnik, Babul Supriyo and Sadhana Sargam. Modern song segment has albums of Asha Bhosle, Amit Kumar, Kumar Sanu, Usha Uthup, Raghav Chatterjee, Manomay Bhattacharya, Rupankar & Subhamita amongst others. The company also has a unique collection of "Audio book" of "Sunday Suspense" in 3 volumes.

With the shift towards digitally driven world as the physical format of Audio becoming non-existent, Asha Audio is also penetrating the digital arena in a major way. Their music is available across digital platforms like Saavn, Gaana, iTunes, Wynk, YouTube, Spotify, rdio. Asha Audio's YouTube channel has over 7,32,000 subscribers. Through [ashaaudio.net](http://ashaaudio.net), the official website of the company, it is also possible to purchase songs online. Asha Audio is also promoting their musical ventures aggressively on Facebook, Twitter and Instagram.

In 2019, the founder of Asha Audio Company, Ms Mahua Lahiri passed away leaving behind her daughter and the Team to carry forward her musical dreams.

### **For further information please contact:**

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