



Press Release

## **Asha Audio Launches “Kothay Tumi Pancham Da,” An AI-Driven Musical Tribute To The Maestro Of Music, Late Rahul Dev Barman**

**- For The First Time, As Fondly Called, Pancham Da Will Be Seen Alive By The Power Of AI -**

**Kolkata, January 2, 2026:** Asha Audio, one of the leading music labels today launched, *Kothay Tumi Pancham Da*, a special musical tribute commemorating the **32<sup>nd</sup> death anniversary of legendary composer Rahul Dev Barman, fondly known as Pancham Da**. Sung by **Padma Bhushan awardee Usha Uthup**, the song is composed by **Shiladitya–Raj–Som**. The launch event, held at Yellow Turtle today was attended by the legend **Usha Uthup** herself accompanied by the composer trio, **Shiladitya-Raj-Som** and **Apeksha Lahiri**, Director, **Asha Audio**.

“At **Asha Audio**, we believe in preserving musical legacies while embracing new technologies. *Kothay Tumi Pancham Da* is our tribute to Rahul Dev Barman aka Pancham Da’s timeless genius, reintroduced to today’s audiences through an innovative and respectful use of AI coupled with the enchanting voice lent by Usha Uthup”, said **Apeksha Lahiri, Director, Asha Audio Company**.

The project marks a **first-of-its-kind full-length music video**, completely edited using **Artificial Intelligence**, creatively reimagining Pancham Da’s presence on screen. Blending technology with musical nostalgia, the video pays homage to the maestro’s enduring legacy and his great influence on Indian music.

“Pancham Da’s music continues to inspire generations. This project is an emotional journey for us — a way to ask a heartfelt question through music and technology, while celebrating a maestro who shaped the sound of modern Indian cinema. There is a whole generation who have grown up listening to the timeless compositions by him and this is a truly humble tribute to the musical maverick, who still inspires many music aficionados. It is an honour to have worked with another legendary singer, Usha Uthup (Usha Di), she had a long-time association with Pancham Da, collaborating for multiple memorable projects. It was like a walking down the memory lane for Usha Di as well. We are certainly hopeful that listeners will have a chance to time-travel when they experience the AI driven Music Video and jive with it’s soulful tune”, said **Shiladitya Chaudhury** on behalf of the music composers, **Shiladitya-Raj-Som**.

The song features **Usha Uthup** on vocals, with music by **Shiladitya–Raj–Som**, **Utpal** has done the lyrics, music arrangement and sound design are done by **Som Chakraborty**, and **Abhijit Chakraborty** has done the storyboard, AI image generation, and editing for the video.

The music video will be available from today on **Asha Audio**’s all social media platforms.

### **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 Mukhopahhyay, 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 a 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 1.25 Million subscribers. 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.

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