

## UTV launches music label with Jodhaa Akbar

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MUMBAI: Releasing the music of Jodhaa Akbar, UTV launched its new music label UTV Music. The music was released by Maharani Padmani Singh and Maharaja Bhavani Singh of Jaipur.

UTV head honcho Ronnie Screwvala said, "After a presence in production and distribution, it was now time for us to launch our own music label. It is a proud moment to launch our first album with A R Rahman, Javedji and Ashu. Jodhaa Akbar is a kind of film that India has not seen in a long time."

UTV's music label will be looked into by the company's executive vice president marketing, communication and distribution Siddharth Roy Kapur. "UTV's home video will leverage UTV distribution network of the new music label. For our very first product Jodhaa Akbar we are taking distribution assistance from Sony BMG. But going forward we will handle it ourselves."

The audio CDs of Jodhaa Akbar will hit music stores on 15 January. The music has been composed by A R Rahman and the lyrics have been penned by Javed Akhtar. Aishwarya Bachchan, Hrithik Roshan, Ashutosh Gowariker, Ronnie Screwvala, A R Rahman and Javed Akhtar were present at the launch.

"Jodhaa Akbar is going to change the mentality of Indian people, no matter which religion they belong to. It is going to bring love," said Rahman at the launch.

Complementing the efforts of the crew Hrithik Roshan said, "Jodhaa Akbar has the best crew I have ever worked with. I am grateful to have worked with such talented people."

Eminent personalities like Amitabh Bachchan, Amar Singh, Vrinda Rai, Shatrugan Sinha, Poonam Sinha, Sanjay Khan, Zayed Khan, Zarina Khan and Akbar Khan were also present at the event.

Source: <http://www.businessofcinema.com/boc/?file=story&id=6480>