

## **iMusti Launches; Aims to Become the Premier Portal of Digital Indian Music**

*By iMusti Inc.*

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*iMusti is fresh air to the centuries-old Indian music industry. The company aspires to build the largest comprehensive archive of Indian music from various genres. The Silicon Valley start-up is slated for great success.*

LOS ANGELES -- A new start-up company is on its way up in the Silicon Valley—and it's not another software company. iMusti.com is a new portal for digital Indian music lovers and artists. The site streams and sells licensed music from various genres including classical, meditation, ghazals, and religious discourses to Bollywood pop for use on computers and mobile devices. The company aspires to build the largest, most comprehensive archive of music for Indian music enthusiasts worldwide.

“India has created the most diverse collection of music in the world,” said S. Khandwala, President and CEO of iMusti. “My company aims to organize and archive the vast collections and make them accessible to millions of people all over the world,” he said.

To bring quality music to discerning audiences, iMusti has tied up with many top tier Indian recording labels including Sagarika, SonaRupa, and Navras. iMusti is currently signing an agreement with Times Music, India's second largest record label. The company has already signed contracts with independent artist for rare gems from individual collectors and family heirlooms going back several generations.

“The mission of iMusti is to create an outstanding portal where music lovers can enjoy rare, very high quality music at anytime from any location,” Khandwala said. “My company aims to collect as much musical content as possible and disseminate it fairly so both the end-user and the artist benefit,” Khandwala said.

iMusti is a legal provider of copyrighted material to its registered members. This makes it possible for iMusti to give back royalties to artists. At the same time, the company intends to keep its costs low to enable music lovers from all over the world to enjoy a comprehensive collection of music at very nominal subscriptions.

High-end technology gives the listener pure digital quality of sound while a skilled technical team has worked hard to ensure ease of use of the iMusti website. All you need is an internet connection to listen to tracks, download music, and purchase exclusive albums.

iMusti features music across genres by both established artists and new emerging talent. A partial list of the diverse genres of music available on iMusti includes:

- **Hindustani & Carnatic Classical - both Vocal & Instrumental**

A collection of almost all the raagas by over 600 artists including Maestros like Pt Bhimsen Joshi, MS Subbulakshmi, Pt Ravi Shankar, Ustad Amjad Ali Khan, Pt Shivkumar Sharma, Pt Jasraj, Pt Habib Khan, Kumar Gandharva, and Khan Abdul Karim. You will sooth your soul with the melodious sounds of Indian instruments like the sitar, flute, tabla, santoor, and sarod by listening to this collection.

- **Regional Music from India – Marathi, Bengali, and Gujarati music**

This collection includes folk and popular hits by artists past and present like Hemant Kumar, Shreya Ghoshal, Srikanto Acharya, Vaishali Samant, Parthiv Gohil, Ashit and Hema Desai, Aishwarya Majumdar,

and Purushottam Upadhyay.

- Devotional Music & Religious Discourses

A collection including a spectrum of Hindu, Vedanta and Jain philosophy, satsangs, bhajans, kirtans and shlokas. This collection also features The Bhagvad Gita.

- Mind-Body-Soul Music

This collection includes music for relaxation, meditation, and yoga as well as ghazals.

- Rare GEMS

This collection includes never published, hard to find tracks from private collections of artistic families going back generations such as Brhaddhvani, a 100 year old veena school based in Chennai, India. The collection also includes rare packages like Aalap, the history of Hindustani and Carnatic music in 20 CDs.

About iMusti Inc.

Founded by President and CEO, S. Khandwala, iMusti Inc. came into existence in 2007 and has offices in Fremont, Calif., and Madurai, India. Since inception, the company continues to gain momentum, winning accolades from connoisseurs of music world over. For additional information on how to register, please visit [www.imusti.com](http://www.imusti.com).

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iMusti is the largest online collection of Indian music - Listen to, download or buy albums from a range of Indian music ranging from Classical Hindustani and Carnatic to Regional Bengali, Marathi or Gujarati and even pop...Become a fan of [www.iMusti.com](http://www.iMusti.com) today!

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