

## **iMusti.com Teams Up with Mega Record Label, Times Music**

*By iMusti Inc.*

*Dated: Aug 24, 2009*

*iMusti.com, a premier online music portal for Indian music teams up with one of India 's most popular record labels, Times Music.*

iMusti.com, a premier online music portal for Indian music has teamed up with one of India 's most popular record labels, Times Music. The landmark alliance means Times Music's entire catalog will be available for purchase on iMusti.com. The alliance also gives iMusti.com rights to select digital content. Music fans around the world will be able to purchase and access a multitude of Times' music genres by simply logging onto iMusti.com.

iMusti.com is a new online portal for Indian music fans and artists. The site streams and sells licensed music from various genres including classical, meditation and yoga, ghazals, regional, religious discourses to Bollywood hits for download and streaming. The company is currently in talks to develop use of its website on mobile devices.

iMusti's alliance with Times Music ensures that the start-up is on its way to building the largest, most comprehensive archive of music for Indian music enthusiasts worldwide.

"We are extremely excited about our alliance with Times Music," said S. Khandwala, President and CEO of iMusti.com. "This will take iMusti to the forefront of the latest and greatest music content from India today."

The alliance is also a winning situation for Times Music. Adarsh Gupta, COO of Times Music is "very optimistic" about the alliance because it will help Times Music further its interest the U.S. and worldwide online music scene outside of India .

By joining hands with iMusti, Times Music hopes to achieve a greater customer reach. " are constantly endeavoring to increase our music touch point," said Adarsh Gupta. "This is our initiative in that direction."

The opportunity for both companies is boundless because according to Adarsh Gupta, Times Music has access to a very good custom network, and iMusti has access to a great catalog of music variety.

iMusti has also acquired streaming and downloading rights for a limited number of Times Music albums. Which albums will be available on iMusti.com will be the discretion of Times Music. The number of albums iMusti has digital rights is expected to grow as popularity increases.

According to Adarsh Gupta, Times' hottest albums at the moment include the Gayatri Mantra, Raga Symphony, Paying Guest, Maha Mritunjaya by Pankaj Udhas, Hanuman Chalisa, Mahaganesha by Sonu Nigam, Shri Ganesh by Jagjit Singh, and Shri Sai Ki Aartiyaan by Lata Mangeshkar.

The new alliance means that enthusiasts worldwide will be able to access most of these tracks and many more on iMusti.com. Khandwala projects that Times Music's entire content library will be available to the public on iMusti by September 2009.

Today, iMusti members are found in 35 different countries, the top regions being the Unites States, India,

Europe, Malaysia , Singapore and Australia .

iMusti has already joined forces with other top tier Indian recording labels including Sagarika, SonaRupa, and Navras. The company has also signed contracts with independent artist for rare gems from individual collections and family heirlooms going back several generations.

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 around the world. For additional information on how to register, please visit [www.imusti.com](http://www.imusti.com). To stay current with iMusti developments, become a fan: <http://www.facebook.com/profile.php?id=1492988474&ref=profile#/pages/wwwimusticom/74176439310>

Media and Investor Contact:

Suvarna Sheth  
Director of Marketing and Communications  
iMusti.com  
510-449-3297  
[suvarna@imusti.com](mailto:suvarna@imusti.com)

###

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 Musti.com fan today!

Category	Entertainment, Internet, Multimedia
Tags	Online, Music, purchase, download, india, streaming, bollywood
Email	<a href="#">Click to contact author</a>
Phone	510-490-8403
Fax	510-453-1864
Address	194 Francisco Lane, Suite 108 Fremont, CA 94539
City/Town	Los Angeles
State/Province	California
Zip	91709
Country	United States
Link	<a href="http://prlog.org/10319922">http://prlog.org/10319922</a>



Scan this QR Code with your SmartPhone to-

- \* Read this news online
- \* Contact author
- \* Bookmark or share online