

Daler Mehndi's first SUFI album "BISMILLAH"

Shila Dixit said, "I have earlier heard Daler's sufi in one of the concert and I just fell in love with the song. The way he sings really touched my soul, it is so beautiful that you feel God is listening to you. I told him to launch his sufi album. I wish him all the best and great success for Bismillah."

Mumbai, Maharashtra, September 6, 2008 /[India PRwire](#)/ -- Recently, Daler Mehndi's first Sufi album 'BISMILLAH' was released by honorable Ms. Shila Dixit at Habitat Centre. On the occasion we had Daler mehndi , Rajesh Gupta the CEO, Go Bindas.

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Thanking Shila Dixit, Daler Mehndi said, "I never wanted to shift from my Pop Singer image but when madam praised me and wanted that I must release a Sufi album I could not stop myself."

He told us that while rehearsing in break time he went out and gazed in the sky thinking that from somewhere God will be seen in this cosmos. He realized that the power is one whether we call it Allah, Rab, Bhagvan or Christ.

He said, "some words came from my heart 'Aakhen nam hui, mai hu Bisillah' I went and called Mr. Sahu for help and told him I want a song which is all about praising Rab. The lyrics which give peace to the heart of people.

"Daler Mehndi, as a musician, performer, and song-writer, continually re-invents himself and his art."

The hallmark of "Great musician's" often lies in their ability to hone to perfection a strong and easily assimilated iconic, but singular image. It may evolve slowly and surely over the years but will always be presumed to be a natural maturing. Daler Mehndi, as a musician, performer and song - writer, defies this convention completely. He continually re-invents himself and his art at breakneck speed and illogical disjointedness. It seems as though time is always at a premium.

After creating history on Digital Mobile Space with "300 SAAL GURU DE NAAL", a two track album that has reverberated through the streets of 186 cities of INDIA bringing together 20 million people of different RELIGIONS, CASTES, CULTURES, of VARIED SOCIO-ECONOMIC backgrounds, speaking different Languages and having varied Faith partaking in ONE WALK, SINGING ONE VERSE thread together by ONE VOICE that of DALER MEHNDI

"GO BINDAS" , a division of Sunram Systems (I) Pvt. Ltd. , which partnered with D Records and Pop Industry to witness HISTORY in the MAKING is today on the occasion of the Blessed month of RAMAZAN & EID pleased to Launch "BISMILLAH, LIVE ON DIGITAL MOBILE SPACE"

While on the same subject Mr. YK Bharadwaj, the General Manager- Entertainment of the Go Bindas said that, 'the company specializes in providing the religious and regional content in all the languages for mobile users across all platform and operators within the country as well as off shore markets. Go Bindas today is the largest aggregator of such content in the country. With the association of POP INDUSTRY and its esteemed and iconic Artist, Mr. Daler Mehndi – we assure the music lovers of the Best Content Live on their Mobile Sets.'

Mr. Rajesh, CEO of the company said that, "'VAS" and specially music on mobile contributes to 1/3rd of the entertainment on mobile industry. The Content (Alternative, Religious, Sufi, Regional) has jointly more than 50% in ratio with the Film content. Today Go Bindas is the largest aggregator in this genre with national & international tieups. Mr. Daler Mehndi is paving way for the other artists to tread this path.'

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