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Press Release

Venus Music Acquired By Paris-Based Music Giant Believe Now Rebranded As Ishtar

Mamta Sharma And Shaheer N Sheikh Collaborate To Recreate Saajan Film Song As First Project Under Ishtar

India, 5th August 2021 - Leading Indian music record label company, **Venus Music** from the Venus Worldwide conglomerate which was acquired by leading Paris based digital music company **Believe** in **2019** will now be rebranded as Ishtar as part of this 100% acquisition.

The acquisition covers all music rights of Venus Music which has a strong catalog of non-film music as well as Indian film music and entails categories such as Bollywood, regional, pop, classical, ghazals, qawwalis, devotional and instrumental.

As part of this strategic move, Venus Music will now not be limited to dominance in the domestic circles but will also parallelly enjoy global leverage through Believe's extensive international affiliations.

Vivek Raina, Managing Director, Believe India states, *"This rebranding exercise represents a significant step in the company's evolution. The reputation and equity built by Venus Music over the years is an asset for Believe and with this rebranding, it will evolve the service offerings through new content creation, independent artist association, promotions across television and media, music distribution and other media in India and overseas market. We are also looking at leveraging the catalog to promote and support talent as well as music".*

This announcement will be helmed with the release of the very first project under the newly formed moniker by Indian playback singer Mamta Sharma best known for her tracks 'Munni Badnaam Hui' and 'Fevicol Se' in the film Dabangg. Titled 'Mera Dil Bhi Kitna Pagal Hai', the brand-new track will release on the Ishtar YouTube channel and all leading digital stores on 5th August 2021. The track is a reprised version of the original song from the 1991 super-hit romantic drama 'Saajan' that featured Madhuri Dixit and Sanjay Dutt. Popular television actor Shaheer N Sheikh and singer Mamta Sharma will share screen space in the music video of the reprised track which has been directed by Ashraf Ali.

Mamta Sharma states, *"My new release is a recreation of the iconic song 'Mera Dil Bhi Kitna Pagal Hai' from the movie Saajan, which released 30 years ago and still continues to hold such a memorable spot in all our hearts. Being an avid Madhuri Dixit fan, this is a project that is very close to my heart and is my humble ode to her legacy. I had a great time*

putting this project together. Shaheer is extremely hardworking, humble and cooperative. Bad-Ash has done a flawless job with the lyrics while Ashraf Ali has brilliantly captured the essence of the track in the video. I hope the listeners love this recreated version of the track.”

Shaheer N Sheikh states, *“I had a great time shooting the video with Mamta Sharma as the song is one of my personal favorites. A song which released 3 decades ago gave ‘romance’ a whole new meaning at that time and till today, it lives on in our hearts! I remember watching the film for the first time and I totally fell in love with the on-screen characters. Mamta and I have tried to capture every sentiment attached with the song, recreating this popular track from Saajan and hope our fans will appreciate the effort.”*

NOTES TO THE EDITOR

About Believe

Believe is one of the world’s leading digital music companies. Believe’s mission is to develop independent artists and labels in the digital world by providing them the solutions they need to grow their audience at each stage of their career and development. Believe’s passionate team of digital music experts around the world leverages the Group’s global technology platform to advise artists and labels, distribute, and promote their music. Its 1,270 employees in more than 50 countries aim to support independent artists and labels with a unique digital expertise, respect, fairness, and transparency. Believe offers its various solutions through a portfolio of brands including TuneCore, Nuclear Blast, Naïve, Groove Attack and AllPoints. Believe established in India in 2013 and has presence in Mumbai, New Delhi, Chennai, and Mohali.

www.believe.com/india

About Ishtar

Ishtar (previously known as Venus Music) is an Indian music record label company acquired by Believe in 2019. This iconic music catalogue company in the Indian music industry was originally a movie and soundtrack production house founded in the 80’s that originated with the manufacturing of audio cassettes. It has created a unique portfolio in the music world with some of the biggest hits from the 1990’s to early 2000’s, building-up a huge catalogue of Copyrights in Music of over 700 Hindi and Regional Movies and more than 3000 original titles. Ishtar today is a market leader in the entertainment industry as a Record Label with worldwide presence, owning one of the biggest YouTube Channels in India, providing content to more than 33 million subscribers.

Press Contact – Believe India

- Souvik Chakraborty / souvik.chakraborty@believe.com / +919886312419