

US audiences to get top Bollywood dance music

A New York-based digital media company, Saavn, is planning to give away five popular Bollywood dance tracks through the iTunes Store, the world's most popular online music, TV show and movie store.

The company will distribute special edition music cards reflecting the work of the best artists working in India's booming film industry to consumers and media partners at promotional events across the US.

The iTunes Store features the world's largest catalogue with over six million songs, 550 television shows and over 500 movies. It has sold over three billion songs, 50 million TV shows and over two million movies.

These exclusive Bollywood music cards have songs such as 'Jhoom barabar jhoom' from the popular film of the same name, 'Kajra re' from the acclaimed 'Bunty Aur Babli', 'Dus bahane' from action-flick 'Dus', 'Jhalak dikhlaja' from the suspense thriller 'Aksar' and 'Mehbooba' from the inspired 'Aap ka Surroor'.

'We're excited to be marking new ground in technology and music through this distribution relationship,' said Vin Bhat, co-founder and general manager of Saavn. 'We specifically chose five songs that have been chart-toppers in India, so that they can get the same exposure, recognition and success worldwide.'

Bollywood has made its way into Western popular culture over the past year, frequently cropping up in American movies, television programmes, and commercials. At the same time, Bollywood music is becoming more and more popular but is still not readily available in the US.

Until now, it could mostly be found in small, neighbourhood Indian shops or through low-quality clips of videos found sporadically on the Internet. With Saavn's content being available through iTunes, everyone can enjoy Bollywood music on their own iPods or computers, the company said.

(© IANS / India eNews)