

A New Chapter Unfolds

Where Imagination Meets Innovation

Welcome to the 2nd edition of our bi-yearly newsletter. Explore the latest developments in the vibrant world of EMI Pakistan as we bring you a glimpse of the exciting happenings.

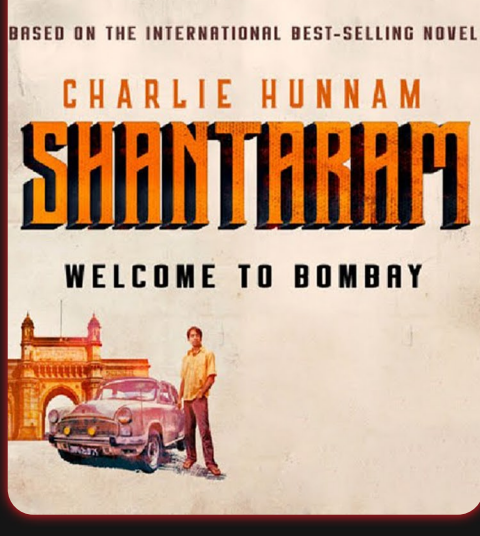
Creating a logo that effectively communicates the concept of music requires careful consideration of the various elements that make up music, such as rhythm, melody, harmony, or instrumentation. By taking these elements into account and using them as inspiration for the design, the resulting logo effectively captures the essence of music in a visual form.



ARCHIVE AND STUDIO

EMI Pakistan brought back live classical music this year with Ustad Shafqat Ali Khan. A memorable concert was held at the Pak American Cultural Centre in Karachi on Oct 25th. Four Raags were performed including Raag Bageshri, Lalit, Pahadi and Bhimpalasi. The Archive team recorded and filmed the event for future release on all digital platforms including YouTube, Spotify and Apple Music.

INTERNATIONAL LICENSING



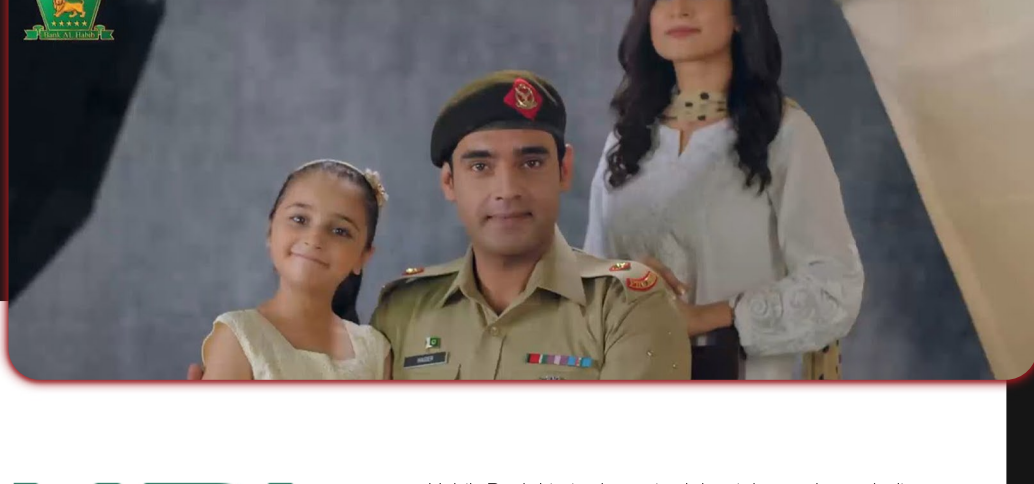
In this timeframe, our licensing agreements extended to Super Cassettes Industries Private Limited, operating as T-Series. T-Series utilized our licensed track "Mohabbat Karne Wale" and "Sanu Ek Pal Chain" for a single release, while "Sansoon Ki Mala" was beautifully featured in the movie "Yaarian 2".

We granted licenses for our tracks to the TV series "Shantaram," a story centered around an Australian convict seeking refuge in India to escape his prison ordeal. EMI Pakistan licensed some remarkable songs for the show, including "Dil di Guita", "O Piya Piya Hum Tere Deewane" originally performed by Nahid Akhtar, "Hota Hai Shab-o-Roz" by Nahid Akhtar and Samina Iqbal, "Chupke Chupke Raat Din" by Ghulam Ali, "Life is a Dance" by Nahid Akhtar and Mehnaz, and "O My Love" by Mehnaz. These tracks contributed significantly to the success of the TV series "Shantaram."



LOCAL LICENSING

Bond Advertising, on behalf of Bank Al Habib Ltd., secured a license from EMI Pakistan Ltd. for their tribute campaign on the 6th of September. The chosen melody, "Aye Watan Kay Sajeelay Jawano," mark and celebrated as Pakistan's Defense Day, also known as Youm-e Difa.



HBL

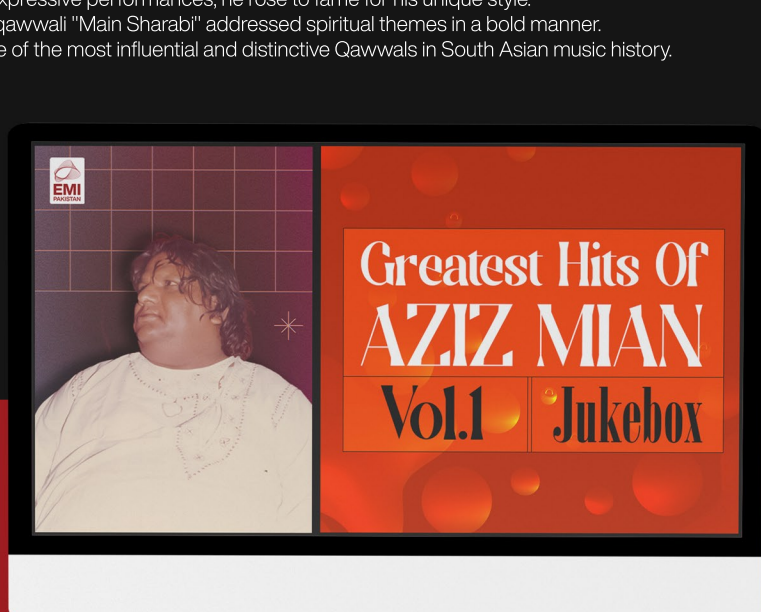
Habib Bank Limited acquired the rights to the melodious yet inspiring track "Wattan Ki Matti," originally performed by Nayyara Noor. This choice was made for their campaign on the 14th of August, aiming to make people feel patriotic and honor the sacrifices that helped build our nation.

YOUTUBE

Aziz Mian (1942–2000) was a renowned Pakistani Qawwali singer from the Qawwal Bachon ka Gharana of Delhi. Known for his powerful and expressive performances, he rose to fame for his unique style.

His controversial yet popular qawwali "Main Sharabi" addressed spiritual themes in a bold manner.

Aziz Mian is celebrated as one of the most influential and distinctive Qawwals in South Asian music history.



VISITING ARTISTS

Being a Record Company, we host and welcome many artists throughout the year. Recently we had Ahmed Jehanzeb and Abbas Ali Khan come in to discuss an exciting new project. Reviving our catalog is something we aim to do in the next fiscal year by recreating songs by artists in the Ghazal, Classical and Qawwali genre.

AHMED JAHANZEB



ABBAS ALI KHAN

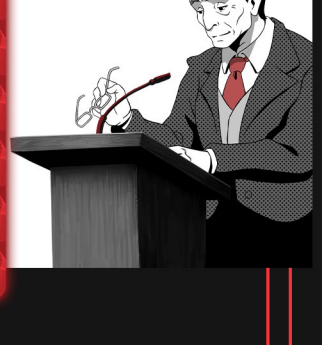


EMU (FUZON)



CREATIVE

EMI Pakistan has unveiled a dynamic transformation with a reimagined look, featuring a contemporary logo and vibrant design elements. This rebrand reflects our commitment to innovation and modernity in the music industry.



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