

# SUMMER EDITION

Welcome to the 1<sup>st</sup> edition of our bi-yearly newsletter. Here is a glimpse at the latest happenings in the world of EMI Pakistan.



## HAPPENINGS AT EMI PAKISTAN

### ZIA MOHYEDDIN

Zia Mohyeddin was a British-Pakistani film actor, producer, director, television broadcaster and orator who appeared in both Pakistani and British cinema and television. He is most famous for his role in Lawrence of Arabia, his Pakistan Television talk show The Zia Mohyeddin Show. During the 80's he produced Central Television's flagship multicultural programme Here and Now. He also produced and starred in the first soap opera with a British Asian cast, Family Pride, in the 90's.

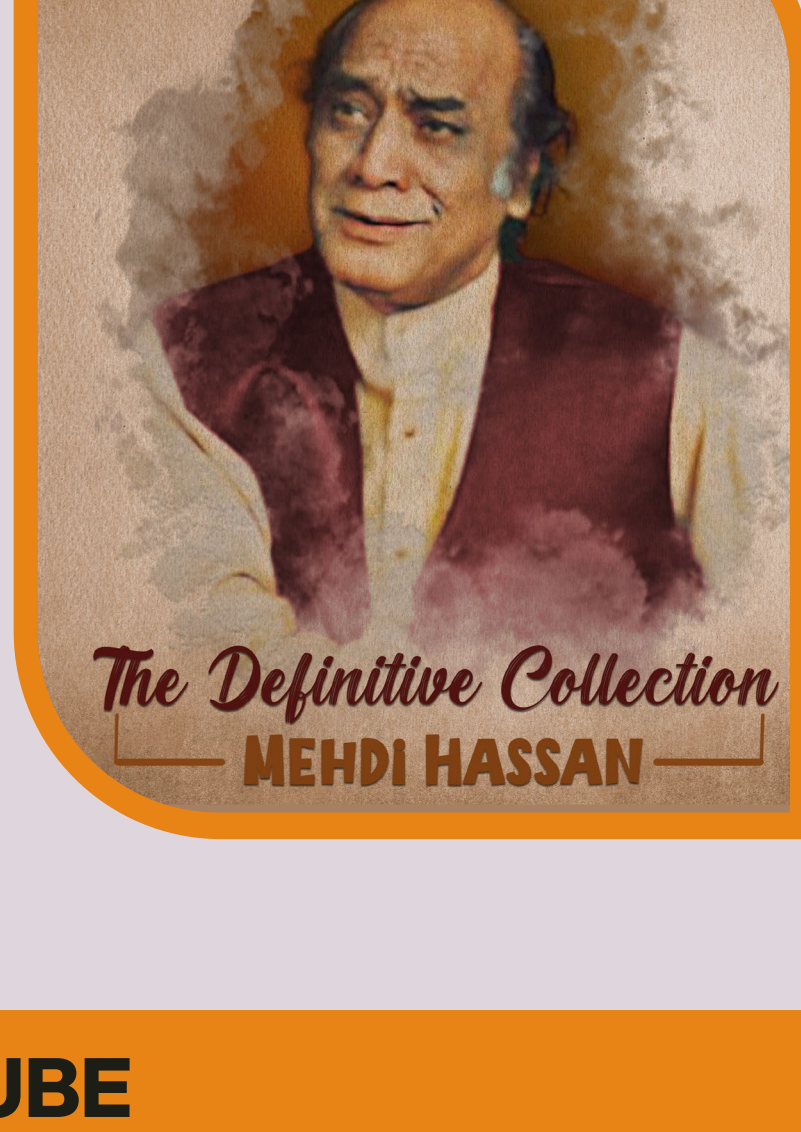
This year saw the loss of a legend. Zia Sahib was an inspiration to millions of people. After going through the EMI vaults, we came across the last recorded performance of the celebrated Zia Mohyeddin. **Coming Soon!**



### THE DEFINITIVE COLLECTION

In keeping our musical heritage alive and well, EMI Pakistan has released a series of remastered collections of Top Artists. "The Definitive Collection" is a truly inspiring compilation of our best-selling artists.

**Mehdi Hasan** - The Definitive Collection Vol 1 has crossed over **a million streams**. Whereas collectively this series has crossed **3 million streams**.



### YOUTUBE



### FARIDA KHANUM

EMI Pakistan's YouTube Channel continues to grow with over 500,000 subscribers to date. EMI Pakistan has also launched a spiritual, folk and kids channel on YouTube. On the spiritual channel, Anesa Umme Habiba's "Meri Janib Bhi Tu" has crossed 13 Million views. On EMI Pakistan's main channel, Farida Khanum's "Aaj Jane Ki Zid Na Karo" is at over 5.3 Million views while Noor Jehan's "Hamari Sanson Mein Aaj Tak" is at over 5 million views.

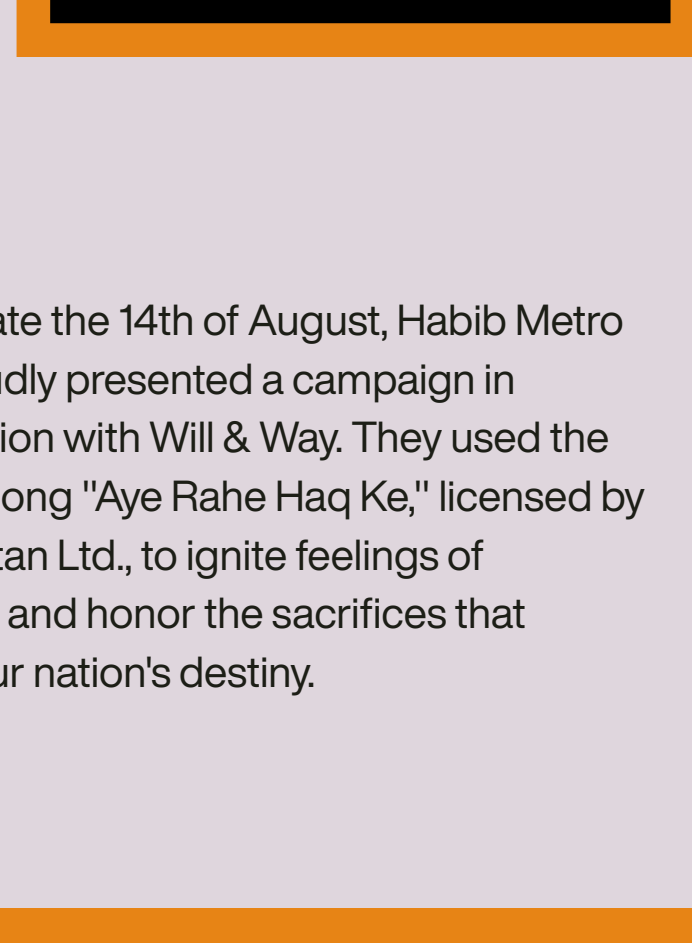


### INTERNATIONAL LICENSING

We were delighted to provide a license to Doğan Music Company, one of Turkey's top record labels. They obtained the rights for the campaign called "Benimle Kal." To enhance this campaign, we granted them the license for the song "Aisi Chal Main Chalun," sung by Tasawar Khanum. This enchanting masterpiece adds a special touch to their campaign.

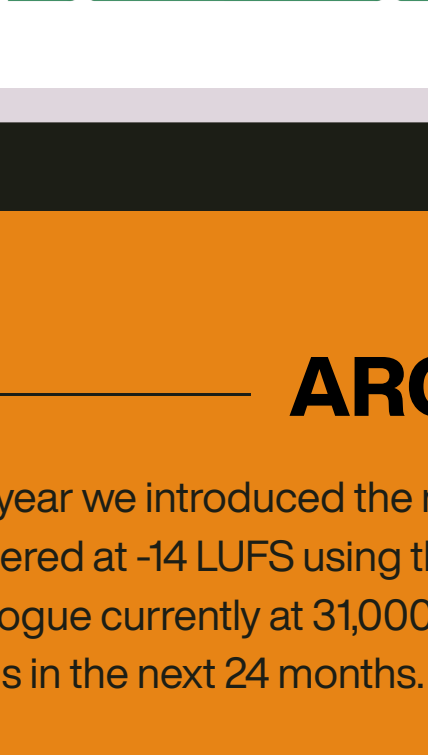
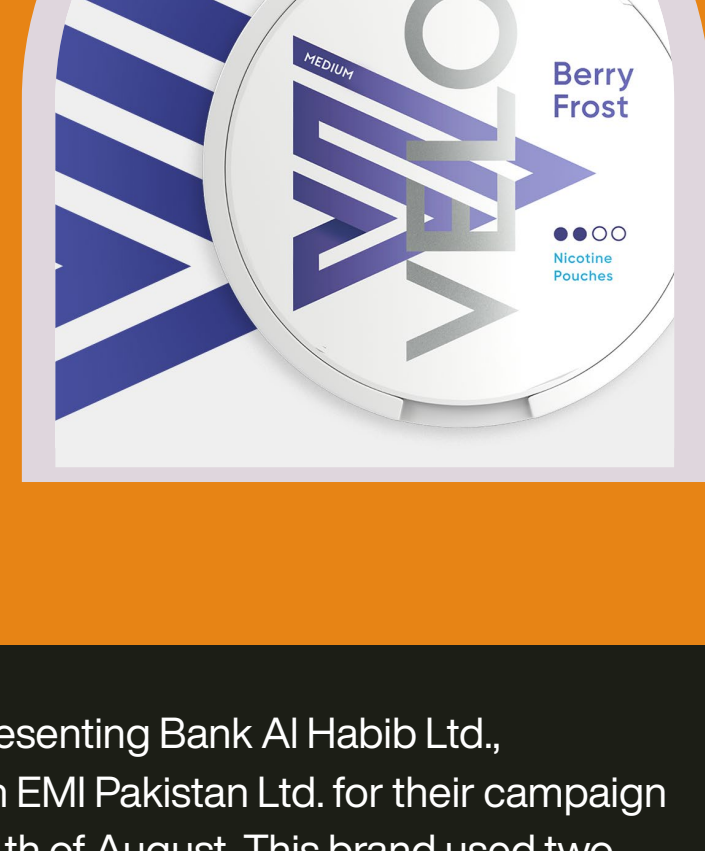
### LOCAL LICENSING

In a special tribute to the renowned artist "Anjuman," Unilever (Pakistan) Ltd. organized a campaign for the Lux Style Awards 2022. Anjuman was honored with the Lifetime Achievement Award, recognizing her remarkable contributions to the entertainment world. As part of this recognition, the heartfelt song "Vey Soney Diya," licensed by EMI Pakistan Ltd., was chosen to express deep emotions and pay tribute to Anjuman's exceptional talent.



To celebrate the 14th of August, Habib Metro Bank proudly presented a campaign in collaboration with Will & Way. They used the inspiring song "Aye Rahe Haq Ke," licensed by EMI Pakistan Ltd., to ignite emotion of patriotism and honor the sacrifices that shaped our nation's destiny.

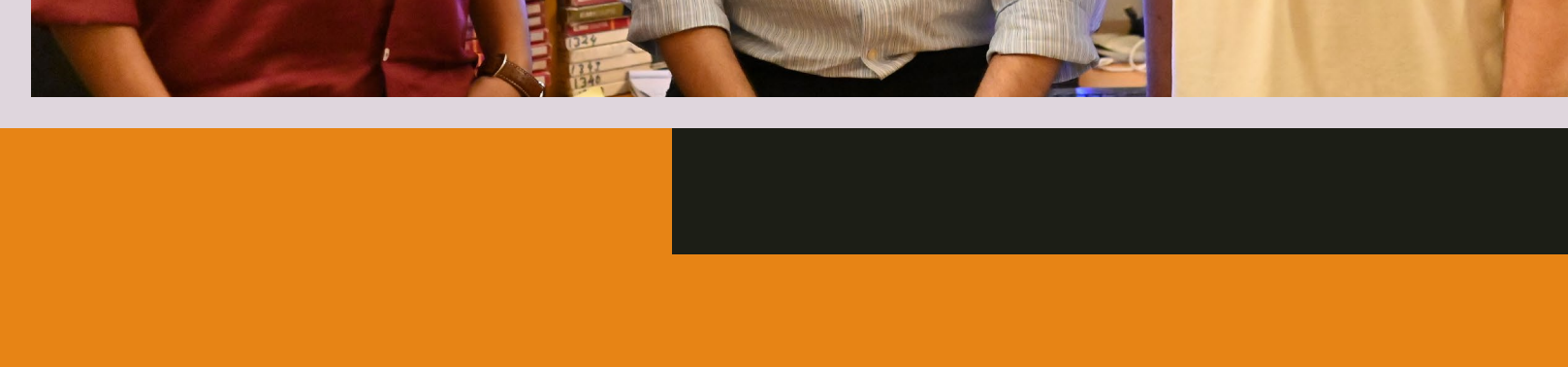
Ogilvy & Mather Pakistan (Pvt) Ltd, on behalf of Velo Pakistan, orchestrated the exciting campaign called "Velo Silk Route." This collaboration revealed an extraordinary expedition accompanied by the song "Gaye Gi Duniya Geet Mere," carefully chosen to capture the essence of this epic journey.



Bond Advertising, representing Bank Al Habib Ltd., obtained a license from EMI Pakistan Ltd. for their campaign commemorating the 14th of August. This brand used two melodious tracks, "Hum Laayein Hain" and "Aye Quaid e Azam," carefully selected to resonate with the profound spirit of this grand celebration.

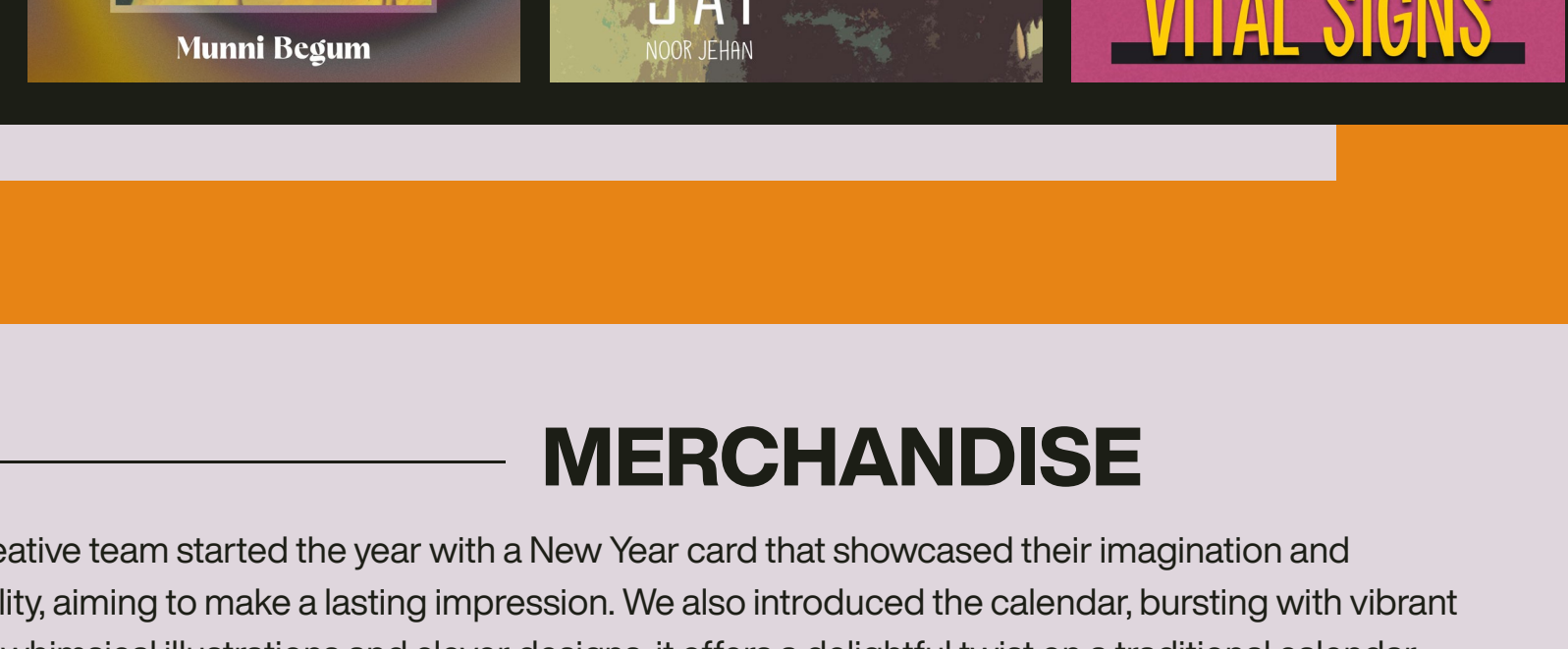
### ARCHIVE AND STUDIO

This year we introduced the new loudness standard for streaming services. All audio has been mastered at -14 LUFS using the revolutionary brainworx masterdesk at 24 bit, 48 KHz. With the catalogue currently at 31,000 songs and growing. We are looking at a further ingestion of 25,000 songs in the next 24 months.



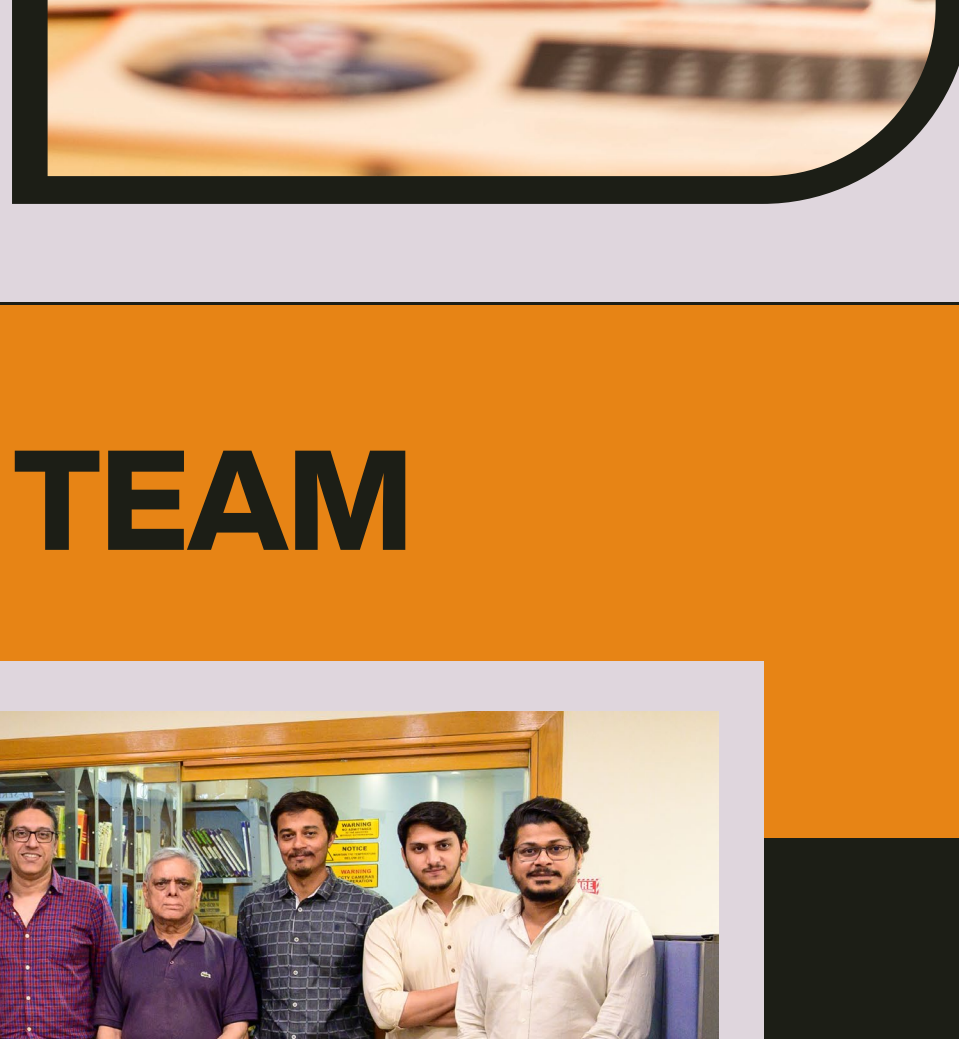
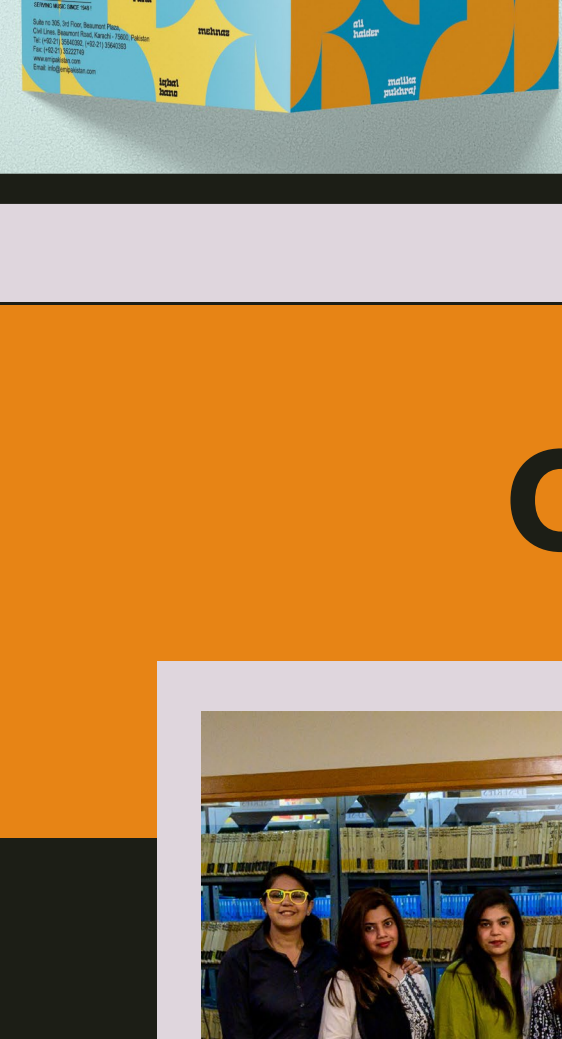
### RESTORING & RECREATING BATCHES

Revitalizing Art through Digital Means: The creative team utilizes cutting-edge digital tools and software to rejuvenate the appearance of artworks. This technique is predominantly utilized for art pieces that have been scanned or transformed into a digital format, enabling the removal of imperfections such as scratches, cracks, and other blemishes from the image.

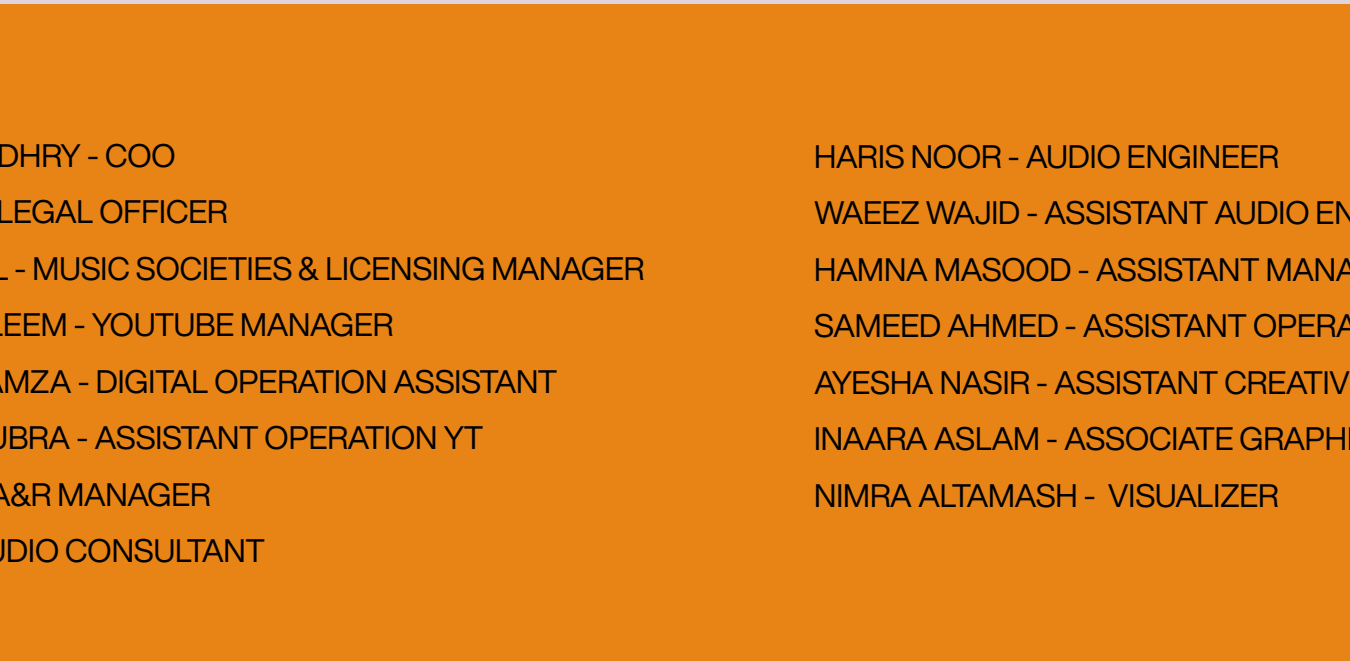


### MERCHANDISE

Our creative team started the year with a New Year card that showcased their imagination and originality, aiming to make a lasting impression. We also introduced the calendar, bursting with vibrant colors, whimsical illustrations and clever designs, it offers a delightful twist on a traditional calendar.



### OUR TEAM



ZEESHAN CHAUDHRY - COO  
MAHAM SHAH - LEGAL OFFICER  
MOMINA SOHAIL - MUSIC SOCIETIES & LICENSING MANAGER  
SHAH RUKH SALEEM - YOUTUBE MANAGER  
MOHAMMAD SAMRA - DIGITAL OPERATION ASSISTANT  
KHADIJA-TUL-KUBRA - ASSISTANT OPERATION YT  
ASAD AHMED - A&R MANAGER  
ASIF IQBAL - STUDIO CONSULTANT

HARIS NOOR - AUDIO ENGINEER  
WAAEZ WAJID - ASSISTANT AUDIO ENGINEER  
HAMNA MASOOD - ASSISTANT MANAGER ARCHIVES  
SAMEED AHMED - ASSISTANT OPERATIONS ARCHIVES  
AYESHA NASIR - ASSISTANT CREATIVE MANAGER  
INAARA ASLAM - ASSOCIATE GRAPHIC DESIGNER  
NIMRA ALTAMASH - VISUALIZER

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