

**Lady Kash and Krissy contribute to Anthem for the World Classical Tamil Conference scored by Grammy & Oscar winning Music Composer A.R.Rahman while noted Film Director Gautham Vasudev Menon creates stunning visuals for the song and Tamil Nadu Chief Minister Karunanidhi launches the Anthem at an Audio Release function on Saturday**



CHENNAI, TAMIL NADU, INDIA — May 15, 2010 — On Saturday, Chief Minister Karunanidhi launched the Anthem for the World Classical Tamil Conference at the University of Madras. Composer A.R.Rahman, Director Gautham Menon and other reputable figures were also present to grace the event.

“We are extremely thrilled and happy to be a part of this Anthem as Tamil is our Mother Tongue and India is the Land of our Roots as well though we were born in Singapore. It has been a humbling experience and a honor to work with talents like Mr.A.R.Rahman and Mr. Gautham Menon to name a few. We hope everyone enjoys the Anthem and feels the heart in it!” says Lady Kash and Krissy.

With a dazzling stage set representing the richness of the Tamil Language, excitement, eagerness and curiosity was evoked in the heart of every invited guest that walked in. Many singers whom had contributed to the Anthem, such as T.M. Soundarajan, P. Suseela, Nithyasree Mahadevan, Bombay Jayashri, Chinmayi, Karthik, Shruti Hassan, Blaaze, Kash and Krissy and many others were also present. They each also received a token of appreciation on stage from the Chief Minister.

The event unfolded smoothly and eventually led to the revealing of the Song and its Visuals, which left the audience speechless, applauding and calling out for an encore! It was indeed an audio-visual treat, which made its mark in the timeline of History and Languages of the World.

More than 60 leading singers from varying genres ranging from Playback Music, Carnatic, Folk, Sufi, Western and even Rap have eagerly lent their vocals to the song. What’s interesting is that, the song encompasses 3 generations of singers, out of which Lady Kash and Krissy are the youngest and the only singers from out of India. Nevertheless, every one of them have all brought a unique flavor that adds to the immense feeling and splendour of the Anthem!

A.R. Rahman at a press conference said, “It took nearly two and a half months to compose the anthem with a large crew of almost 70 singers.”

Once I heard the song, I decided to shoot in a way in which the focus remains on the lyrics and music, which are very important for this occasion.” says Director Gautham Menon.

**To download the song and to view full credit list:**

<http://www.arahman.com/v2/discography/singles-semmozhi.html>

*(SOURCE: WWW.LADYKASHANDKRISSEY.COM - THE OFFICIAL SITE)*

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