



EMAMI CULTURAL FIESTA SEASON 3 SOARS UP KOLKATA'S MERCURY

The 3rd Season of the glittering cultural event **Emami Cultural Fiesta**, hosted by **Emami Group**, starts with a bang on Thursday, February 11, 2016 at the Science City Main Auditorium. Bollywood singer **Sona Mohapatra** enralls the audience with her pulsating high octane performance belting out numbers from varied genres of Indian folk, sufi kalams to popular Bollywood hits.

Emami Group, founded by industry legends, **Shri R.S. Agarwal** and **Shri R.S. Goenka**, has been hosting **Emami Cultural Fiesta (ECF)** since 2014. Emami Group has been a steadfast patron of arts and culture for years hosting many cultural programs in the past from time to time. Emami Cultural Fiesta is all about a riot of different colours- presenting a palette of assorted performances - ranging from Bollywood popular to eclectic sufi qawwalis to rhythmic dance recitals to theatrical histrionics.

Keeping true to the motto, this year, a series of pulsating musical evenings has been lined up. Starting with popular Bollywood playback name **Sona Mohapatra**, Emami Cultural Fiesta will bring to the city a rocking night with Coke Studio famed **Bollywood singer Papon** on Monday, 22nd February, 2016 at Science City Auditorium with the creative interlude of fusion dance by **Tanusree Shankar and her troupe** on Tuesday, February 16, 2016 at Kalamandir.

The first two editions of Emami Cultural Fiesta had been an overwhelming experience for the organizers with eight to 80-year-olds turning up in numbers. Unique in its own right, Emami Cultural Fiesta is managed in-house without any professional outsourcing of event management. Tickets to the festival are by invitation only while a portion of the invites is distributed to the general public free of cost, on a first come-first served basis.

It is a coming together of people trying their best to present an event to the city that Kolkatans should wait eagerly for. Emami Cultural Fiesta conceived by the Emami Founders, is their way of saying 'thank you' to the people of Kolkata.

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