



SWARATHMA LAUNCHES SECOND ALBUM *TOPIWALLEH*

Acclaimed Bangalore-based folk rock band, plan embark on a landmark ten-city tour across India starting this May 2012

Contest prizes include hand-painted guitars, private in-home acoustic concerts and a chance to join one of India's leading bands on tour

4th May 2012: Bangalore's folk-rock band Swarathma are set to embark on the ten-city 'Rest Less Tour' to mark the launch of their second studio album titled *Topiwalleh* due out on May 11, 2012. This album follows their critically acclaimed eponymous debut release in January 2009, which introduced the world to their brand of folk rock and won the band the JD Rock Award for Best Band, Album and Song of the Year. They were also featured on iconic TV series *The Dewarists* where they collaborated with Hindustani classical legend Shubha Mudgal, who also featured on their award-winning debut music video for the song 'Pyaasi'.

This time around, acclaimed **composer/producer Loy Mendonsa** worked with the band, helping them refine and amplify their sound. He says, *"They are a great live band with a lot of color and a nice Indian touch to the performance. I have always liked the kind of songs they have written and the social messages their lyrics carry. I have tried to bring in the theatrical angle of their performance into the album."*

Partnering Swarathma in the launch of their new album is youth brand Bindass, an association that promises to broaden the reach and impact of folk-rock band's fresh new sound via the Bindass Swarathma Rest Less Tour. **Girish 'Bobby' Talwar, Co-Founder OML and Artist's Manager** says, *"Having Bindass on board ensures that Swarathma's unique sound will be heard by a large audience of discerning tastemakers, and more importantly, people who really enjoy Swarathma's distinct brand of folk rock."*

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Swarathma is about to launch a slew of contests and giveaways to celebrate the release of their new album. They plan to take a fan on tour with them giving him a unique chance to be a part of the band's touring experience. They will be playing acoustic concerts at fans' homes, exclusively for their friends and family. They will also give away a hand-painted Epiphone guitar, which will accompany the band on tour, to one lucky winner.

Jishnu Dasgupta, bassist of the band says, *“We have always believed in reaching out to our fans both on-stage and off, and this series of contests is a way to open up our world to the people who have supported us all these days. This album launch tour is a way for us to strengthen the bond we share with them and create wonderful memories for us and our listeners.”*

As a build-up to the *Topiwalleh's* launch, Swarathma will be giving away singles as free downloads. Fans of the band on Facebook will be able to digitally wear their trademark colourful *topi* and share that image on their profiles to instantly download three songs free. The band will be going digital for this release, offering the album for sale via Flipkart.com's Flyte digital music store in addition to selling physical CDs and download cards at shows.

The Swarathma Rest Less Tour schedule:

- 11 May | New Delhi | Blue Frog (presented by Bindass)
- 12 May | Lucknow | Aura (presented by Bindass)
- 16 May | Mumbai | Blue Frog (presented by Bindass)
- 17 May | Hyderabad | Hard Rock Café
- 20 May | Bangalore | Freedom Park
- 26 May | Mysore | Rangayana
- 31 May | Pune | Hard Rock Café
- 01 June | New Delhi | Yamunotsav
- 08 June | Kolkata | The Park
- 09 June | Howrah | Action Replay for CalcuttaKids.org
- 10 June | Chennai | The Park Sheraton

About Swarathma

Swarathma is an award winning folk-rock band from Bangalore that comprises Vasu Dixit (vocals and rhythm guitar), Pavan Kumar KJ (percussion and vocals), Montry Manuel (drums), Varun (lead guitar and vocals), Sanjeev Nayak (violin and vocals) and Jishnu Dasgupta (bass guitar and vocals).

swarathma.com | flipkart.com/Swarathma

For more information, pictures and interviews with the band etc
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