



05 March 2009

in aid of



PRESS RELEASE

What really shook us all up at Network 18 about the **26 / 11 Terror Attacks** was when we were told by **Ms. Teesta Setalvad** (Noted Social Activist) of **Citizens For Justice & Peace** that **CST Terminus** which has a daily traffic of over **17 Lakh** Mumbaikars doesn't have a **Single Dedicated Ambulance** to service it !

On the day of the Attacks 30 of the victims at CST could have been saved if there were some dedicated ambulances there to ferry them to the Hospitals. Instead they had to use Haath Gaadi's and Taxi's which resulted in 30 people dying due to loss of blood etc.

We then decided that we should raise some funds to do something about this travesty and try and make a Difference!

We thus launched **Concert for Mumbai** a Charity Benefit Concert to help our **Friends at CITIZENS FOR JUSTICE AND PEACE**, buy some Ambulances. This Concert will be staged in the Heart of Mumbai – **The Shanmukhananda Auditorium at Sion** on the **21st of March 2009**.

We aim to raise funds for Citizen's For Justice And Peace & Keep the momentum going to affect positive changes in our Fair City of Mumbai so that if and when a Tragedy like 26 /11 ever occurs then, we are better prepared to deal with such exigencies to help the injured and prevent the unnecessary loss of life ! We would also like to promote Peace, Harmony & Unity in our City - Mumbai!

Confirmed to perform at this Once in a Lifetime Concert are:

F.E.L.: Farhan Akhtar, Ehsaan Noorani & Loy Mendonsa (Mumbai)

LEZ ZEPPELIN: (4 piece All Girl Band – New York)

M.A.S.S. Ensemble: A Band that stretches the Boundaries of Music with Larger than Life Instruments (Los Angeles)

There will also be Special Appearances by a host of luminaries like **John Abraham, Javed Akhtar, Priyanka Chopra, Rahul Bose, Bipasha Basu** etc from the Indian Film Industry.

Donor Cards are priced at Rs. 1800, Rs. 1200, Rs. 1000, Rs. 800 & Rs. 600.

**They are available for Sale via : www.bookmyshow.com OR
Call : 39895050 and at Rhythm House (Kala Ghoda) & Hiro Music House (Hill Road)**

The Funds for these ambulances will be raised via the CJP Website, SMS, Sponsorship- (Partners For Mumbai) , Sale of Donor Cards for the Concert , Corporate, and Direct Donations.

The funds will then be donated to.....

The Citizens for Justice & Peace, Mumbai:

The Citizens for Justice and Peace is a Mumbai based citizen's initiative registered as a Trust under the Charity Commissioner and enjoying Tax exemptions under section 80 G of the Income Tax Act. CJP is also permitted to receive donations from overseas.

Mission Objectives: The main objectives of the Trust are to re-vitalize citizen's action during times of manmade and natural tragedies and calamities; to reinforce and reactivate the *rule of law*, to ensure adequate rehabilitation for victims; to ensure long term systemic changes that are insurance/guard against such calamities in future.

CJP has worked with the victim survivors of mass crimes, mob attacks and bomb terror; 2002, 2006 and even during the 2005 deluge where we the ones to reach immediate relief (medical/food and others) to far off places in Mumbai, Thane, Konkan and Kalyan districts.

CJP have worked to ensure rehabilitating amounts reach victims of terror be they in Jammu and Kashmir or Gujarat and Maharashtra.

CJP accounts are audited by Haribhakti & Co. Our Trustees include IM Kadri (Architect), Cyrus Guzder (CMD, Air freight), Javed Akhtar (film) Nandan Maluste (Kotak Finance), Arvind Krishnaswamy, Anil Dharker (writer), Alyque Padamsee (Communications), Ghulam Pesh Imam (Businessman), Rahul Bose (Actor), Cedric Prakash, Javed Anand & Teesta Setalvad.

MEDIA Coverage

Snippets of the concert will be simultaneously broadcasted across most of the Network18 Channels, & international networks/channels and will be accessible via online web portals like IN.com by a webcast.

Thus an integrated Multi Media platform of On Ground, Web, TV, Press, Radio, and PR is being created to send out the right message.

Now is the time for all of us to come together to ensure these horrors don't get lost in endless political debates, and then forgotten. All of us share a common dream of a better, safer and stronger India. Let us nurture this dream and take steps to make this a Reality!

Please feel free to get in touch with me in case of any Queries and feel free to call Or email me.

Warm Regards,



Farhad Wadia

CEO E - 18.

Mob : + 91 98200 78979

Farhad.wadia@network18online.com

Farhan - Ehsaan - Loy



Farhan Akhtar is today at the pinnacle of mainstream popularity with “Rock On!!!” garnering critical acclaim and capturing the imagination of the Indian Youth

His virtuosity as a vocalist, an actor and a director have made him a youth icon and his musical ability, especially in the Rock On!!! for Humanity concert is today much sought after and has redefined the aspirations of youth across the nation

Coupled with established musicians from the industry, Farhan will bring to life the band from his popular movie - Magic and move the crowd with chart-topping hits

Riff king, and proverbial rhythm rocker, **Ehsaan Noorani** provides the FEL brand an energetic burst that is often experienced in their on-stage performances, inspiring Farhan and Loy to function at the optimum.

Ehsaan's musical landscape, his vast knowledge - musical and technical - and an ability to instantly create tonal shifts which interweave in and out of chord changes, contribute immensely to FEL songs and arrangements

Calm and composite, the **Loy Mendonsa** movement within the band has had its influence on their signature compositions. His relationship with his board has become largely instrumental to the creation of the FEL phenomenon that has captured him into a big league of best selling artists.

Empire Complex, 1st Floor, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400013



LEZZEPPELIN



Lez Zeppelin is a New York City-based all-female tribute act, performing the work of Led Zeppelin. Formed in in 2004, the New York City-based quartet headed by guitarist Steph Paynes, has toured throughout the United States and Europe playing the songs of Led Zeppelin.

Lez Zeppelin have attracted a lot of media attention: in 2006 Chuck Klosterman, formerly of SPIN magazine, called Lez Zeppelin “the most powerful all-female band in rock history.”

More press kudos followed, such as The New York Times said “Strapping on the double-necked Gibson with attitude to burn, this all-girl quartet pays tribute to its swaggering namesake Led Zeppelin, ripping through the catalog with blazing accuracy”. Bob Stanley of The Times hailed, “they are the best band I’ve seen all year, no question”. CNN.com and Reuters ran front page features that called the group so “electrifying” they are “driving club audiences to a frenzy.”

The group has been featured on VH1, MTV, CNN, FUSE and CBS Good Morning, among other major news networks and has been the subject of full-length features in leading magazines and daily papers across the world. The band has also become the first “tribute” band to play major rock festivals, including Bonnaroo, where the group played in front of an audience of 20,000; Download Festival (UK), Rock Am-Ring and Rock-im-Park (Germany) and the Voodoo Festival in New Orleans, Louisiana.

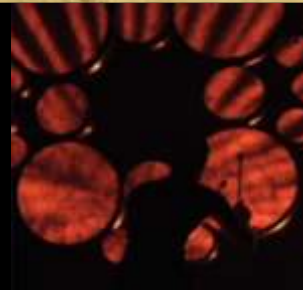
www.lezzeppelin.com

Empire Complex, 1st Floor, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400013



MASS

MUSIC.Architecture.SOUND.Sculpture



The World Renowned MASS Ensemble has literally created their own performance genre with their elegant and high impact blend of music, sculpture, dance and visual arts. Known for their unique instrument inventions such as the "Earth Harp," the world's longest stringed instrument, MASS has invented and created stirring performances on a variety of futuristic, architecturally-designed one-of-a-kind instruments including the "Drum Orb," "Drumbrella", "Wing Harp," "Aquatar," "Light Orb," an electronic "Violin Jacket," and the most recent addition to the MASS repertoire: the "Zephyr," a beautiful free standing instrument 25' in length. MASS Ensemble creates visual and musically stunning spectacles that can transform any event or space into a world of beauty and elegance. For example, the Earth Harp, with it's strings of up to 80 meters in length, can be attached to buildings and atriums, including above the audience, creating the magical sensation of being "inside" the instrument as it is played. MASS Ensemble's music has sometimes been referred to as the "Cirque de Soleil Orchestra" and, indeed, their instrument and music form the entry installation to Cirque de Soleil's Las Vegas production of "Ka." Their music ranges from evocative but futuristic classical-electronica crossover to high impact drama. The Chicago Tribune wrote of their work: "The MASS Ensemble has found the right balance of experimentation, creating melodic pieces that continually delight and surprise." MASS has taken their groundbreaking performances from Las Vegas to Hong Kong with appearances at 21st century building openings, universities, art museums, contemporary music festivals, performing arts centres and future-facing experiential marketing installations.

www.massensemble.com

Empire Complex, 1st Floor, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400013





E18 is a division of **Network 18 Media & Investments Ltd.** It is active in the Experiential Marketing , Brand Activation & Live Entertainment sector. It is designed to create & implement turnkey BTL brand solutions in the live entertainment space by strategically integrating & leveraging the various brands owned by the **Network 18** Group. It has three distinct verticals operating in different spheres.

Conferences & Seminars Division conceptualizes and organizes mega knowledge based conferences and seminars and highly focused and business-intensive platforms where leading solution providers and senior-level decision makers can build partnerships and strengthen relationships.

Entertainment Division focuses solely on world class concerts & large-format entertainment shows which include international entertainment acts, Indian rock events, Bollywood entertainment shows, awards nights and television content driving events.

Corporate Business Division is dedicated to working with the brand strategy teams of various corporations for furthering their marketing endeavours and focuses on creating annual properties for brands to perennially strengthen their position in the market.

Since its inception, **E18** has conceptualised and produced events of distinction like Scorpions-Live in Concert, America Live in Concert, An evening with Jethro Tull & Anoushka Shankar, owns the legendary event property – Independence Rock and has worked for clients like Bombardier, Gitanjali, ICICI Bank Credit Cards, Essar Group, Colors, Nokia, Airtel, Seagram's and many more besides handling renowned events from the **Network 18** stable.

We would like to thank our partners in peace for their support.



in aid of



Partners for Mumbai



Empire Complex, 1st Floor, 414, Senapati Bapat Marg, Lower Parel, Mumbai - 400013