

Lata Mangeshkar's music label called LM Music

•Written by Faisal Saif. •

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Legendary singer Lata Mangeshkar launched her music label called LM Music in the presence of music industry Big Wig's and B-town celebrities at an event in Mumbai on Sunday. Her music label aims at promoting classical, folk and spiritual music and promises to give a break to budding talent in the music industry.

Lata also released six music albums at the event where eminent personalities such as Amitabh Bachchan, Rekha, Sridevi, Pandit Jasraj, Nita Ambani, Hariharan, Suresh Wadkar, Pankaj Udhas and Alka Yagnik were present to grace the event. Pandit Vishwa Mohan Bhatt and Boney Kapoor were also there as guests. "Since the focus on melody is fading away in the music we hear, I want my label to promote mellifluous Indian music that inspires the younger generation. I always wanted to record more of non-film music but could not do so because of my film commitments. I realised that non-film music is getting restricted because of lack of promotion, proper marketing and awareness." Said Lata mangeshkar to the media.

LM Music also plans to provide a platform to talented singers who are spotted on various music reality shows on TV.

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