

Arijit Singhs marvel Muskurane makes its debut on Beintehaa

•Written by amit bachchan•

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Television is a medium that has made the entire entertainment

industry sit up and take notice of its reach and mass appeal. Taking a note from this widespread impact, COLORS' popular television show Beintehaa is all set to experience a milestone as Vishesh Films' much anticipated movie Citylights will debut their song Muskurane on the show. Directed by the National award-winning director Hansal Mehta, the movie is creating quite a buzz with its concept and music.

Beintehaa features the story of two similar and headstrong people Zain and Aaliya who, in spite of being married, are yet to profess their love for each other. Muskurane, a melodious song recorded in the voice of Arijit Singh will build further on the beautiful chemistry shared by tellyland's favourite couple and their blossoming affection that has made for an endearing watch week-upon-week. Jeet Ganguly's lyrics beautifully intertwine with the music and adds some spice to their relationship which promises to leave audiences asking for more.

Says Sanujeet Bhujabal, Marketing Director, Sony Music India, "This is a unique initiative wherein we will be releasing the first single from City Lights 'Muskurane' on this hugely popular show on COLORS called 'Beintehaa' before we release it on any music channel. Arijit Singh's mellifluous voice enhances the song and is in line with the story of the serial. we believe "Muskurane" will be an instant hit with the listeners and the viewers."

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Adding on Mahesh Bhatt believes, "Music plays an integral part of our movie City Lights and especially this beautiful ballad 'Muskurane' sung by Arijit Singh has a very different feel to it which will definitely connect big time to the listeners. The serial Beintehaa which is extremely popular with all age groups is a perfect fit for the song and we are sure once people listen to it they will want more of it."

Commenting on this first-time phenomenon, Prashant Bhatt, Weekday Programming Head – COLORS, said, "Content and music are two factors which often combine aesthetically to create a spellbinding experience for audiences. If content is the body, then music is its soul. At COLORS, it is our constant endeavour to incorporate popular music for our shows to create a stronger connect with viewers. 'Muskurane' is a beautiful composition which matches the tonality of current storyline between Zain and Aaliya in Beintehaa beautifully. We are happy to collaborate with Sony Music to create a platform for this television first that has helped us enhance the relationship between the show's lead protagonists."