

## Brooke Bond releases musical tribute video on SPB

Chennai, Dec 16: Brooke Bond 3 Roses, one of India's most loved tea brands, recently launched a music video as an ode to S.P. Balasubrahmanyam (a.k.a. S.P.B.), a gem India and the world recently lost.

Four remarkable artists across generations - Haricharan Seshadri, Uthara Unnikrishnan, Srinivas and Anirudh Ravichander came together through a music video to celebrate S.P.B.'s music

that transcends through a lineage of music lovers. 3 Roses conceptualized and created the music video in collaboration with Sony Music and Mindshare. The video has been released on December 15th which marks 54th anniversary to the start of S.P.B.'s 40000+ song career as a playback singer.

The artists known for their remarkable work in the South Indian music industry have lent their voices to acclaim the



legend who has sung more than 40,000 tracks and won six National Film Awards for Best Male Playback Singer

for his work in four different languages - Telugu, Tamil, Kannada, and Hindi. The music video has been directed by Krishna Marimuthu, the acclaimed director in South India.

Shiva Krishnamurthy, Vice President, Tea & Foods (HUL) said, "As South India's leading tea brand, Brooke Bond 3 Roses is proud to present a musical tribute to the legendary singer, S.P. Balasubrahmanyam."