

Parichay

With over 10 years of contributing to the Urban Bollywood music scene as one of the major producers of Desi Urban music in Canada, Parichay has created a sound that is unique to today's generation, combining a touch of Hindi Classical and Pop music with mainstream Hip Hop, RnB, Reggae, House and Dancehall.

His latest single 'Tum Habibi' featuring DTP Rapper Joe Louis has already climbed up the charts in the UK. Having peaked at #1 on Sunrise Radio UK & #3 on Buzz Asia charts in London, this track has created quite a buzz in its first few weeks. 'Tum Habibi' has also climbed to # 71 on the iTunes Top 100 in the UK and # 83 in Canada. He performed this single in spectacular fashion to a packed audience at this year's UK Asian Music awards held in London.

Parichay then went on to collaborate with RDB on the House Mix of the title song of the new blockbuster – Yamla Pagla Deewana featuring Bollywood superstars Dharmendra, Sunny Deol and Bobby Deol. He performed this single live at the highly prestigious IIFA Rocks event in Toronto in June this year. Parichay's smooth vocals have quite simply created a magical effect on this club banger track currently playing in clubs and radio all across the world.

More on him at: Official Site:: www.ParichayOnline.com;
Facebook:: www.Facebook.com/ParichayOnline