## Mp3 Ashwin Palaparthi - Nuvvo Kala



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An indie telugu music record with original compositions; Indian pop. 7 MP3 Songs WORLD: Indian Pop. Show all album songs: Nuvvo Kala Songs Details: NUVVO KALA is a timely album that sets the beginning of a new era in Telugu private music. The album is a confluence of different incidents that happen in our lives expressed through simple Telugu lyrics and sweet melodious compositions. Ashwin Palaparthi and Ranganath Parankusam created this album. Ashwin Palaparthi, a technocrat-entrepreneur, is the conceiver, music composer and the lyricist of NUVVO KALA. He is a newbie in music and out of sheer passion composed all the tunes, and sang some of them himself. He says that he is creatively impulsive to what he is told by people about their lives, experiences etc and that is the basis of his music. Ashwin considers Maestro Illayaraja as his creative father and as the source of inspiration and guidance (though he has not met him directly). He plans to continue the saga as he believes that music is the only element that has the power to fill the hunger of anybodys intellect while creating an enjoyable product for many others. Ranganath Parankusam, a financial services consultant and a director in a few startups, is the producer and advisor in making this album. He is a passionate listener of varied genres of music, retro and contemporary, including Indian (Hindi and Telugu), and English, ranging from Rock, Blues, Hip-hop, Folk, Dance to Alternative. He has provided funding through the Sponsors route and also contributed many other inputs in taking the efforts to completion. He listened to Ashwin and immediately decided to make his album much more professional in terms of the types of songs, quality of sound and increase its market reach as well. He is very eager to promote new music, which is contemporary, melodious and at the same time innovative and this is the first attempt of the same. Ashwin and others look on him as an advisor more than a producer. The album has a variety of music ranging from a lover on drinks, memoirs of a parted pair when they see each other, a deep theist

questioning about the consciousness of god, a woman talking to herself about her broken relationship, a weekend ramp-up by party loving freaks, the problems in a father-son relationship and a brief theme solo towards the end. The album also has a video directed by Chaitanya PVK based on a couple of songs in the album.

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