

rapid fire...

Arnab Chakraborty

FOR:

Trying to break through the filmi music arena

How is your new album different from other Indi-pop albums in the market?

The album 'Naam' is an extension of my playback singing career. I won't claim to have done anything different but I've maintained a high standard as far as the melodies and the lyrics are concerned. The album has Indian folk in a modernised form with contemporary beats.

Why haven't you done too many film projects after 'Khaki' and 'Family'?

I did not get exciting offers with big budgets which I think is very important for a song to do well. Without a

good star cast and great publicity, your song will go unnoticed.

I have got a good response for my album considering the not-so-good market for non-filmi albums.

But how is it that Kailash Kher and Rabbi's albums are doing so well?

Their voices are suitable for non-filmi numbers and that's their USP. But I would like to point out that their albums are not doing as good as Sonu Nigam's 'Deewana' or Daler Mehndi's earlier albums did because the market is not open to it.

-After Hours Correspondent

