

Biography

Blessed with a lineage of five generations of Sitar Players, Niladri Kumar is a World Renowned & Global Icon to reckon with. Under the guidance, and numerous years of training from his Father & Guru Pandit Kartick Kumar, Niladri after gaining an in depth, profound, and sound understanding of Indian Classical Music, went on to nationally revolutionize the style of Sitar playing and further invent his own Instrument, the fiery red Electric Sitar, which he coined as the Zitar. He was the first to go Electric. Furthermore, is hailed as one of the serious exponents of Indian Music and has an uncanny prodigious style in making this Music appealing to the youth and the masses at large. He is one of the leading icons that have been able to strike a balance between the Classical space on one hand and the contemporary Modern / World Music Space on the other. It has been his constant endeavor to infuse interest and respect for this traditional art form in the hearts, minds and play-lists of the younger generation, by making it accessible to them in a form they are more familiar with and better attuned to.

Today, critiques state that he has an unmatched effortless mastery over the instrument and it is indeed a unique treat to witness his swift, agile, and magical fingers produce soul stirring brilliant compositions. This maverick leaves every music lover, orthodox or progressive, spellbound with his flashes of unparalleled brilliance and his slick ability to strike an instant rapport with audiences transcending all age and cultural barriers. He has inspired many to learn the Sitar and through his illustrious career has emerged as a one of a kind National Pride. He has been bestowed and recognized with several prestigious awards, valued titles and in addition has contributed immensely to the Indian Film Industry.

(He was most recently seen endorsing the Popular Brand Taj Tea. Niladri Kumar is the First Indian and First Non Guitar Player to make it to the International Brand - Seymour Duncan's Artist Endorsee list which features the likes of Slash, Tom Hamilton, Mik Thompson and so on.)



Anchor Announcement

*A Maverick Musician. The Mastermind Behind Classical 'Zing'.
A Path Bender. The Game Changer. Innovator. Culturally Rooted.*

We announce the presence of World Renowned, a Global Icon, and India's Leading Sitar Player - Niladri Kumar.

Niladri Kumar is a rare musician. On one hand he hones a profound, in-depth serious understanding of Indian Classical Music and on the other he blends the contemporary modern space in an inimitable style of instantly making the audiences connect with his Music, world over.

Niladri was the First to Establish the Electric SITAR , a creation of his own - the fiery red ZITAR. Sound has Waves but his Zitar managed to create Ripples in the Vast Ocean of Music.

He is a Youth Icon and has inspired many young minds to learn the Sitar and further explore more about the music legacy that India has to offer. His contribution to Music has been immense and has emerged as a National Pride.

His Music is Inviting, explosive, yet introspective and has the magical ability to take you on a path within your own.

Ladies and Gentlemen we call upon stage Niladri Kumar.

Additional Points:

He is the Son and Disciple of Pandit Kartick Kumar.

At an early age he received many prestigious awards and titles.

He gave his first public performance at the age of 6 at Pondicherry and released his first album at the age of 15 with his Father.

He was recently seen in the Popular Advertisement "The Waah Taj" Tea Commercial.

He has played memorable tunes in many of the popular Bollywood Films, Like Crazy Kiya Re in Dhoom 2, Chup Chup Ke, Aashique 2 and so on.

He is the Chosen Ambassador for Brands like Harman AKG, Roland Boss, Seymour Duncan, Sonodyne a few to mention.