



For Immediate Release

Aisen India proudly associates with 'The Dharavi Project' for an upcoming Music Video by Popular Hip-Hop artist Ishq Bector.

Aisen one of the fastest growing Consumer Durables Brand in India, proudly announces its association with 'The Dharavi Project' an NGO which teaches beatboxing, rapping, hip hop dance, b-boying and many other dance forms to Dharavi Kids. Aisen who manufactures Multimedia speakers as one of their many products would not only be associating with the song but also be gifting the Walk & Rock range of speakers to "The Dharavi Project" so that their practice sessions run smoothly and encourage more and more kids to explore their talent.

Through this initiative Aisen aims to nurture home-grown talent and help them reach the platform to showcase their potential. Aisen's ideology is to create awareness amongst today's generation, that, energy channelized in the right direction is bound to succeed.

Speaking on the association Mr. Vinit Agarwal - Director, Marketing says, "I was browsing through some Videos online when I saw this very young Talent Practicing Dance on some small Portable Speakers where even the sound or for that beats were not audible. That's when we as a Brand wethought of bringing true meaning to our range of Speakers. Witnessing this troupe has made me run out of words, they are true gems that possess miraculous talent. We hope with this initiativeshall amplify their own experience"

Link: https://www.youtube.com/watch?v=PF_4X-2hhCU

About Aisen:

Under the guidance of the group company Vishal Video & Appliances Private limited a 1000cr conglomerate, Aisen brings 35 Years of experience to the Consumer Durable Market in India.

With the unlimited passion for Technology & relentless pursuit of innovation, Aisen brings products that define **Innovation with great value, Promise and personality.** *With a commitment to quality and pride of being manufactured in India, Aisen aspires to find a place in every customer's heart and room, bringing unparalleled experience.*



Powering Market penetration with unmatched distribution, Aisen is available with more than 3000 Retail stores.