



## **Rock on with EsselWorld!**

### **Launches EsselWorld Rock in association with Independence Rock**

Striking a chord with the popular rock n roll genre of music and in its bid to encourage the rock band culture in India, EsselWorld, the country's most popular and largest amusement park, has associated with the much acclaimed Independence Rock to launch a rock band competition - EsselWorld Rock. Much to the delight of the aficionados of rock music, the concert will be held at the EsselWorld premises on September 24, 2016, where spectators will be treated with original music being played by some of the fresh talents from different parts of India.

Around 30 Rock bands across the country registered with their original songs in this Rock show competition. EsselWorld has shortlisted **5 bands (Twist to Break Seal, Across Seconds, Eternal returns, Tripp Pilots, Disciples of the Old Monk)** who will perform their gigs at EsselWorld Rock. Adjudging the contestants will be none other than the Independence Rock Committee with some renowned musicians of the industry.

The winner of the concert will also get an opportunity which every rock band in the country dreams for; a wild card entry to perform at the **Independence Rock GRAND FINALE 2016 on October 1, 2016**, alongside some of the most distinguished global and Indian rock bands. As an additional token of appreciation, EsselWorld will also allow the winning band to perform the **opening act at India's largest open-air bash at EsselWorld - The BigNite on 31st December, 2016.**

Commenting on this launch **Mr. Shirish Deshpande, CEO, EsselWorld & Water Kingdom** said "We are extremely happy to associate with the prestigious Independence Rock. EsselWorld Rock presents music lovers with a unique opportunity to enjoy a scintillating day of original rock music and at the same time experience the ambience of an amusement park."

“Through EsselWorld Rock we aim to promote rock band music and present music lovers with fresh talent and original music. With the esteem judging panel, we are hopeful to bring out the best talent which will take Indian music the longest distance.” He added.

Independence Rock, India's oldest and biggest Rock Music Festival, is also credited with setting the platforms for many younger bands which have gone ahead to become big names such as Parikrama, Zero, Pentagram, Motherjane. This year's finale will be judged by celebrated musicians Farhad Wadia and Shridhar.

For registering their band, participants need to upload one original song / video link, band name, email id and contact number to [http://ewrock.esselworld.com/upload\\_entries.aspx](http://ewrock.esselworld.com/upload_entries.aspx). For further details, participants can log on to <http://ewrock.esselworld.com>.

Get a flat 50% discount on EsselWorld entry tickets to attend the EsselWorld Rock on 24th September 2016. This offer is valid only for the day and applicable on online bookings. Use Promo-code: EWROCK while booking.

**Date:** 24<sup>th</sup> September 2016

**Venue:** EsselWorld - Gorai Village, Borivali (W), Mumbai - 400091

**Book Online for 50% discount:** [www.esselworld.in](http://www.esselworld.in)

**For more info call 022 6528 0305**