

PRESS RELEASE

NEXA Music launches its fourth song 'Whatcha Doin to Me' by Clinton Cerejo and Bianca Gomes

NEXA Music in partnership with music maestro and global icon A R Rahman celebrates aspiring musicians and encourages them to create original English compositions

"Whatcha Doin to Me" ([NEXA MUSIC](#))

New Delhi, December 17, 2019: Maruti Suzuki NEXA today launched its fourth music video – 'Watcha Doin to Me' under its flagship initiative NEXA Music. The video will feature the music veterans **Clinton Cerejo** and **Bianca Gomes** who have previously worked together on cult favorites like "Mauje Naina", their hit single "Inayat" as part of fusion supergroup Ananthaal, and many other projects, bringing the right balance and connect with their musical chemistry. With its newest song, NEXA Music is set to bring forth a track that is in sync with the taste buds of its new age customers.

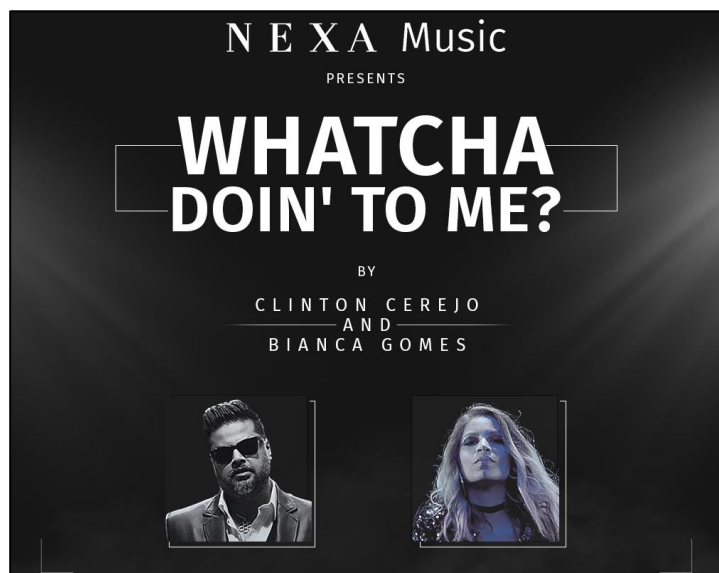
NEXA Music celebrates the relentless spirit of music aficionados across genres who want to create original international English music. Till date, it has successfully launched three original tracks – 'Queen of My Castle' by Anushka Manchanda, 'This Heart of Mine' by Nikhil D'Souza and 'Antigravity' by Uday Bengal.

Announcing the release of the music video, **Mr. Shashank Srivastava, Executive Director (Marketing & Sales), Maruti Suzuki India Limited**, said,

"Launched in 2015, NEXA is a lifestyle brand that strives to deliver a unique experience and support the creators of today in the world of cinema, fashion, music and travel. In a short span of 4 years, we have expanded across the country. Through NEXA Music, we want to deliver original English music to our audience and create a unique platform for the upcoming talent under the mentorship of acclaimed celebrity artists. After receiving an overwhelming response for our previous original tracks, we are excited to release our fourth music video with the very talented duo Clinton Cerejo and Bianca Gomes. We are confident this song will also be appreciated by music lovers."

With its fourth music video release of 'Watcha Doin to Me', the song will present alluring melodies for the constantly connected, urban metropolitan and evolved NEXA consumers. The viewers will also watch the famous Indian dance group from Vasai '**Kings United India**' perform in the video. The four songs truly echo with NEXA's philosophy to create and inspire new-age customers.

Talking about his song, **Clinton Cerejo**, said, *"Our new song 'Whatcha Doin to Me' is about an interesting rendition of modern love wrapped up in a hard hitting groove. NEXA Music and I share a mutual love for music with a goal to bring new and original content to the audience. It has been a great experience to be a part of the jury and mentoring the budding talent that our country has to*



offer. Through a young and contemporary platform like NEXA Music, we can expect more independent artists shaping the English music scenario in India.”

About NEXA Music:

It is a first of its kind platform for music aficionados across genres to create original international English music. The unique initiative by NEXA is curated to provide aspiring Indian musicians a platform to compose original lyrics. The participants will be mentored by famous music composers and global music icon A R Rahman, supported by Clinton Cerejo. This unique platform will harness their potential to create original music. www.nexamusic.com

About NEXA:

NEXA is Maruti Suzuki's pioneering initiative to create a new format of premium automotive retail. It marks the first-of-its-kind initiative by an automobile company to go beyond selling cars. Designed for an emerging segment of customers who value innovation, personal touch and pampering in their car buying experience. Customers can choose across five different cars sold at NEXA - S-Cross, Baleno, IGNIS, Ciaz and XL6.

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