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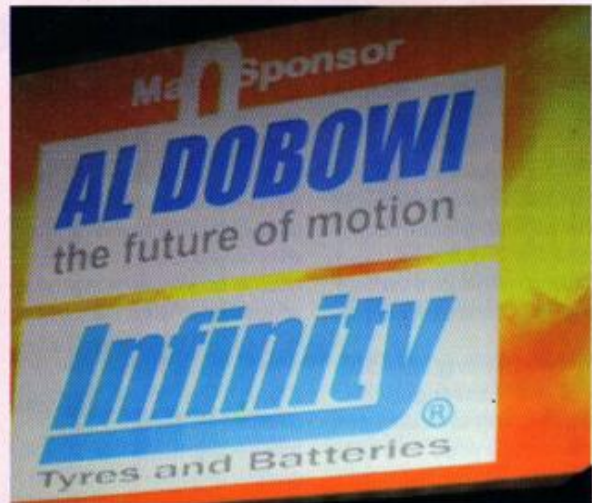
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# Infinity

## was the Main Sponsor of the **World Baisakhi Night** 2010 in Dubai Organised by the World Punjabi Organisation

**B**aisakhi is a vibrant harvest festival celebrated all over the world. This is the main festival celebrated by the Punjabi community. The Punjabi community are leaders in the transport industry in the UAE and India so this sponsorship

made a lot of sense for Infinity. The festival performances were also broadcast to an audience of over 30 million Punjabis on the main Punjabi TV channel - PTC in India. The event was held on April 22, 2010 at the Dubai Tennis stadium ( host of the Dubai Tennis Open )with over 6000



tickets sold for one night. It was held again in Abu Dhabi the following night with a similar audience. The event had prominent world renowned artists, like

- Jazzy B, also known as the crown prince of Bhangra, who flew in from Canada for the evening. Jazzy B, has become the most important names in





Two views of the Enchanting of Baisakhi Night, in Dubai.

the Punjab music world of modern times and one of the prominent stars of Punjabi music in the 21<sup>st</sup> century having proved his credentials with a string of world wide smash hit songs.

- Sarabjit Cheema who released his first album in 1994 and has gone on to become one of the most respected Punjabi folk artists in the world.

- Sona Walia, who made a mark in the Bhangra music industry as the best Debut Female Artist of 2009

