

Experience Rekhta's treasury of Urdu Poetry & Stories

Now Available on Audible IN apps

New Delhi, April 2021: Having organized an extensive repository of the jewels of Urdu literature, Rekhta Foundation now has specially curated poetic & literary audio shows that are now available free of cost on Audible apps (Audible.in and Audible Suno).

This rich library of Urdu literature contains timeless classics by prominent poets coming alive in the voices of new-age artistes. These shows include the likes of short stories of Manto & Munshi Premchand, Rare Collections of renowned Urdu poets like Mirza Ghalib, Mir Taqi Mir, Allama Iqbal etc., Humorous writings of Patras Bokhari and many more. Now listeners can immerse themselves in the world of poignant ghazals, nazms and short stories of multiple genres, on Audible.

Rekhta Foundation has taken numerous steps to associate with new-age tech services to take Urdu poetry to the masses, and this is a crucial step to revive the concept of audio listening like yesteryears when one could sit back and enjoy dedicated time listening to their favorite musical programs. This collaboration not only enables new-age listeners to have access to Urdu content in an easy way, but also allows them to listen whenever they want, whether it's on-the-go or during their leisure time. With Rekhta and Audible – people will have access to their favorite poetry and stories, just a click away.

Expressing his views on the collaboration, **Mr. Dharmendra Saha, General Manager, Rekhta Foundation** says, "Rekhta's collaboration with Audible is a testament of how we are using technology to adapt to the changing needs of audience. For us, it's important that we are able to make Urdu literature and poetry accessible to millions of people, and allow them to integrate it into their everyday lives seamlessly. Bringing this collection on Audible, not only allows customers to experience their content like never before, but also introduces them to a diverse set of authors, poets and narrators. They can now enjoy rich Urdu language content, on demand - anywhere, anytime."

Shailesh Sawlani, Country Head, Audible, stated, "Rekhta Foundation is one of the few organizations that continues to passionately preserve and revive, Indian language & literatures. The new additions of Rekhta's audiobooks on will give our customers access to a whole new way of experiencing Urdu literature. At Audible, we are always looking for ways to keep sharing

new content that our customers will love and I am sure this association will allow us to showcase a new avenue in the power of audio storytelling.”

About Rekhta Foundation:

Instituted on May 30, 2012 - Rekhta Foundation is a nonprofit organization devoted towards the preservation and promotion of languages and literature of the Indian subcontinent. The Rekhta ecosphere includes content repository (Rekhta.org, Hindvi.org, Sufinama - the largest language and literature repositories of Urdu, Hindi and Sufism respectively), Preservation - Rekhta virtual library- digitizing and preserving rare and relevant literature and presenting them to public domain, Education –Rekhta Dictionary and Aamozish.com (An online learning portal for Urdu script and language), Publishing (Rekhta Books), Digital Audio Content (Rekhta Audio) and Promotions (Events- Jashn e Rekhta, Rang e Rekhta, Shaam e Rekhta and Raabta).

About Audible:

Audible, an Amazon.com, Inc. subsidiary, is the leading provider of premium digital spoken audio content, offering customers a new way to enhance and enrich their lives every day. Audible was created to unleash the emotive music in language and the habituating power and utility of verbal expression. The company was established in 1995 in the US and its digital storefronts today include audible.co.uk, audible.de, audible.fr, audible.com.au, audible.co.jp, audible.it, audible.ca and audible.in.

[illegible]