

## A new love song for an older generation

Amidst an ocean of love songs celebrating young love, Pune based composer duo 'Shardoolsen and Keyur' release a Marathi love song aimed at the older generation.



**Pune, Maharashtra Jul 17, 2022 ([Issuewire.com](https://www.issuewire.com))** - Composer duo Shardoolsen Shailendra Jadhav and Keyur Suhas Kulkarni have released their first Marathi single named 'Sang Na' which is specifically targeted toward the older generation of the Indian audience.

*"The concept was a result of an epiphanic moment where I realised that none of the love songs that I*

*usually listen to at my age now, would be relatable to me when I will be forty-five years old, or sixty years old, or even eighty-five years old"*

Says the thirty-three-year-old singer and lyricist of the song; Shardoolsen. " *We wanted to make a song that our parents and grandparents would be able to relate to*". Says the thirty-five-year-old composer and arranger of the song; Keyur.

As suggested by the composer duo, the song is meant to be an inspiration for both veteran and rookie artists to dwell more frequently into the psyche of the matured audience and create art that resonates with the emotions of that generation. The duo also speaks about the universality of love in all ages and how, with a few exceptions like 'Main yaha tu waha' from the 2003 Bollywood movie 'Baghban', musical content that celebrates aged or matured love is extremely rare to come across. The song itself speaks about the conversation of a man who has passed on, with his wife who stands at death's door.

The album art for the song is conceptualised and executed by Keren Dayadan Jadhav who is an animator and graphic designer based in Pune.

*"We had to work on a very conceptual level for the album art. We designed while playing the song on loop in the background as well as continuous inputs from both Shardoolsen and Keyur as well as their long-time friend and fellow musician Sushilkumar Bodhi to get into the 'feel' of the song. I think we were able to capture the mood in the album art successfully but I would let the audience decide"*

Says Keren on the process of the creation of the album art for the song.

[Shardoolsen Jadhav](#) is a [poet](#) singer and songwriter based in Pune who has co-written the theme song for the 'Rape Roko' movement titled [Naya din](#) and among other projects has also written lyrics for the song titled [Revarsal](#) for Mumbai-based band Zygnema and [Yeh Pal](#) for the composer duo Ashwin and Nishith. [Keyur Kulkarni](#) is a musician and sound engineer based in Pune and the owner of the 'Upbeat' recording studio in Lonavala. The song 'Sang Na' is available to stream on all major music streaming platforms.

[Click here to gain access to the song.](#)

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