



For Immediate Release:

Xplicit Desi Vibes & Desi Threads Partnership

New York to Mumbai – Xplicit Desi Vibes (XDV) has always been noted for being innovators on an international level. They've created quite the name for themselves by collaborating with some of the hottest talent in today's South Asian music industry, such as **Ajaxxx**, **Baba Kahn**, **IshQ Bector**, **Kaly**, and **Raja Wilco**. They've even linked up with **Bravura Artist Magazine**, so that their fans also stay in touch with the latest news in the South Asian music, media, entertainment, and fashion.

Now they've taken things a step further. We are proud to announce that **Xplicit Desi Vibes** has recently established a new alliance with **Desi Threads**, the hottest urban Desi clothing line. Together, **Xplicit Desi Vibes** and **Desi Threads** will not just be bringing you the hottest music, but also the hottest fashion trends so you're always looking your best.

Xplicit Desi Vibes and **Desi Threads** will be working together, helping to bring urban South Asian music to the forefront. The first project they will be working on together will be **XDV's Greatest Hits**, a 3-disc download, which will be available on the **Xplicit Desi Vibes** website, as well as the **Desi Threads** website.

About Desi Threads:

Desi Threads, an innovative clothing company geared for South Asian awareness, creates apparel based on Desi themes to generate 'Desi Pride'. **Desi Threads** is a medium through which Desis can create their individual identity and a unique look, both trendy and comfortable. They take pride in their work and even more in the results that they deliver to their customers. Their reputation as a company is defined by the very work that they do and the degree to which they fulfill customer expectations. Their clothing has been worn by international stars like **Raghav**, **Juggy D**, **Ameet Chana**, **Jay Dabhi**, **Asian Dub Foundation**, **DJ Kayper**, **Karen David**, **Rasika Mathur**, **Bikram Singh**, and thousands of **Desi Threads** fans who appreciate their high quality Desi gear and creativity.

About Xplicit Desi Vibes:

Established by **Vimal Patel (DJ Desiplaya)** & **Prerak Patel (DjP)**, **Xplicit Desi Vibes** has grown to become the #1 South Asian remix & production crew in the United States. Having added three more members since their creation four years ago, XDV is now comprised of **Andrew Ramsaran** of Delaware (**DJ Mashup**), **Rahul Kedia** of New Orleans (**DJ India**), and **Abhishek Kinger** of India (**DJ @bhi**), making them a true international crew! And even bigger, XDV receives nearly 50K+ downloads per mixtape release. As **Ajaxxx** raps in the official XDV anthem, "It's XDV, takin' over the scene."

For More Information:

Ms. Tirusha Dave, Publicist
Blackberry@ | C: 848-667-1289

Keep It Locked:

| [Bravura Artist Magazine](#) | [Desi Threads](#) | [Xplicit Desi Vibes](#) |