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'Alibi' Finds a New Voice in India — Sevdaliza, Pablo Vittar & Yseult Join Forces with Jonita Gandhi and Rusha & Blizza for a Cross-Cultural Reimagination



Mumbai, November 26th, 2025 – Believe, one of the world’s leading music companies, brings its global artist development expertise to India with *Alibi (Pt. III)*. The Group collaborates with its artists to create a globally resonant, cross-audience sound that bridges industrial pop and Indian artistry.

The global anthem “*Alibi*” by **Sevdaliza, Pablo Vittar**, and **Yseult** takes on a striking new form with the release of the *India Remix*, featuring Indian pop powerhouse **Jonita Gandhi** and cutting-edge electronic duo **Rusha & Blizza**.

Orchestrated by Believe’s global artist development vision and dedicated team, *Alibi (Pt. III)* embodies a bold and seamless confluence of industrial pop and Indian soundscapes — blending the avant-garde tone of Sevdaliza’s original with the emotive depth of Jonita’s vocals and Rusha & Blizza’s distinct production palette.

The remix elegantly incorporates **tabla, sitar, and pakhavaj**, traditional Indian instruments that intertwine with the song’s sleek electronic foundation to create a sound that’s both local in soul and global in reach.

“Alibi is born as a statement that music travels further than language,” says **Sevdaliza**. *“Hearing Alibi reborn through the sound of India feels like coming full circle. Working with such inspiring artists as Jonita, Rusha & Blizza gave Alibi a new life. It’s beautiful to see our worlds blend through sound.”*

*"Collaborating on Alibi felt like discovering a shared universal language between us all", shares **Jonita Gandhi**. "The original song has been so widely received in so many countries, that I'm grateful to be able to help the song transcend into India with a new flavor."*

*"We've followed Sevdaliza for years, and her vision gave us the courage to do the experimental", add **Rusha & Blizza**. "When Alibi broke globally, it reshaped how we saw pop, fearless, cinematic, borderless. With 'Alibi Part III', bringing Jonita's Indian voice and our production into that universe feels like coming full circle, proving India music is global and India is its heartbeat."*

*"This collaboration embodies what Believe stands for; a global dialogue through music," says **Vivek Raina**, Managing Director, Believe India. "By bringing together visionary creators from different continents, we're showcasing how music can resonate worldwide."*

*"At Believe, our goal has always been to empower artists to tell their stories across borders," adds **Romain Vivien**, Believe's Global Head of Music. "Alibi has already had such a fantastic run, since it was first released all the way to breaking records and topping global charts - it has truly captured the hearts and ears of audiences all around the world. This new version is a fantastic example of Believe's artist development strategy - a collaboration between our international teams, building on unique local expertise and talents. 'Alibi (India Remix)' continues to break boundaries and create bridges between cultures, audiences and sounds, and perfectly captures the spirit of Believe's mission - where innovation, culture, and emotion align to create something universal. I could not be more excited for the world to discover it!"*

Alibi (Pt. III) follows Rusha & Blizza's recent hit "Zaar Zaar" ft Farhan Khan, which has already crossed **6.5 million+ views** on YouTube, cementing their position as one of India's most promising new-age production duos redefining the country's electronic sound. On the lyrical front, the remix is shaped by **Prateeksha Srivastava**, the rising songwriter behind some of India's biggest Hindi pop releases — further strengthening the collaboration's rooted yet forward-thinking identity.

The accompanying music video mirrors this synergy: a striking visual interpretation of modern global pop infused with Indian heritage, reflecting Believe's ongoing commitment to fostering authentic cross-cultural storytelling.

Alibi (Pt. III) is available now on all major streaming platforms.

About Believe

Believe is a global artist development company. We empower local artists, labels and publishers to grow their audiences at each stage of their careers with expertise, respect, fairness and transparency.

Operating in **50+ countries** with more than **2,000 employees**, Believe offers a full range of services including audience development, publishing, marketing and distribution, with a tailor-made approach to fit any artist, label or publisher.

Believe champions independence and innovation through a unique model that combines local expertise with a global tech platform, delivering exclusive solutions for artists to promote and monetize their music thanks to strategic partnerships with leading global digital service providers.

With a leading portfolio of brands that includes **Nuclear Blast, naïve, TuneCore, Groove Attack, Sentric, AllPoints, and Byond**, Believe artists generated more than **800 billion streams worldwide in 2024** across all genres and were recognized with **over 70 industry awards**.

Believe is a simplified joint-stock company under French law. Learn more at www.believe.com