

MAYABINI

ANTHEM OF LOVE OR BUSINESS OF CRORES?

STRANGE COINCIDENCE SURFACES AFTER ZUBEEN GARG'S DEATH

As Assam mourns the untimely demise of music legend Zubeen Garg, a curious chain of events has sparked both emotion and speculation among fans.

During one of his live performances, Zubeen had once remarked: “If I die, then all people should sing together the Mayabini song.” What was then a casual statement for his audience has today become a haunting reality, with “Mayabini” emerging as the anthem of remembrance.

Adding intrigue to the story, the original version of “Mayabini”—which for years had never been officially available on platforms like Spotify, JioSaavn, Gaana, or even as caller tunes—was suddenly released on September 16, 2025. This marked the first time the track became widely accessible across digital streaming services.



The timing of this release, just days before Zubeen’s passing, has raised questions. Was it merely coincidence, part of a long-scheduled rollout? Or was it a strategic move by rights-holders to capitalize on the inevitable surge in streams and downloads that often follows the death of a legendary artist? Industry watchers estimate the sudden popularity of the song could translate into crores of rupees in revenue.

For the people, however, the business side is secondary. Across Assam, fans are gathering to sing “Mayabini” together, turning it into the very tribute Zubeen once envisioned. Whether by coincidence or calculation, the song has now been immortalized—an anthem forever bound to his memory.