

Monday, January 19th 2026

Natasha Baig and Adnan Dhool ignite the stage at QNCC's "Jadoon Punjab Bolda" – A night of music, culture, and unity



Published on October 10, 2025

Document Date: Mon, Jan 19 2026 08:23:26 pm

Category: English, Events - , Snippets

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By Haroon Rashid Qureshi

Doha, Qatar: The Qatar National Convention Centre (QNCC) came alive last night with the soulful sounds of Pakistan as the much-anticipated concert “Jadoon Punjab Bolda” delivered an unforgettable evening of rhythm, melody, and cultural celebration. The concert, organized by Rehaab Media in association with RDD Events, brought together two of Pakistan’s most celebrated contemporary artists—Natasha Baig and Adnan Dhool—for a power-packed night that enthralled Doha’s multicultural audience.

The evening began with a spirited performance by local favourite Hesham Khaqan Khan, whose energetic stage presence and heartfelt renditions perfectly set the tone for what would become one of Doha’s most memorable live music events of the year. His blend of Urdu and Punjabi tracks drew enthusiastic applause, building anticipation for the headline acts to follow.

As the stage lights dimmed and the crowd roared, Natasha Baig made her grand entrance to thunderous applause. Hailing from the stunning valleys of Hunza in Gilgit-Baltistan, Natasha captivated the audience with her commanding vocals, blending the mysticism of Sufi music with the infectious energy of pop and Punjabi folk. For nearly ninety minutes, she mesmerized the packed auditorium – filled with South Asian expatriates, diplomats, and local dignitaries – through a seamless journey of emotion and rhythm. Between songs, Natasha shared her joy with the crowd, saying, “I don’t even know how the time has passed,” reflecting the deep connection she forged with her listeners.

Following Natasha’s stunning performance, Adnan Dhool – acclaimed vocalist of the band Soch and composer behind several Pakistani film and drama soundtracks – took the stage. His set began with soulful Sufi numbers before building into high-energy Urdu and Punjabi rock tracks that had the entire audience clapping, singing, and dancing along. In one of the evening’s most touching moments, Dhool performed a heartfelt tribute to Indian music legend A. R. Rahman, earning a standing ovation from the crowd.

Together, Natasha and Adnan also paid homage to the icons of South Asian music, delivering stirring renditions of Ustad Nusrat Fateh Ali Khan’s qawwalis and a powerful cover of the Nooran Sisters’ classic. These cross-border tributes were met with overwhelming appreciation, as the

audience celebrated the shared cultural threads that unite the region through music.

The concert culminated in a breathtaking finale when both artists returned to the stage to perform the timeless Sufi anthem “Dama Dam Mast Qalandar.” The hall erupted with applause as the audience sang and danced along, transforming QNCC into a vibrant celebration of music, unity, and joy.

Lasting nearly three hours, Jadoon Punjab Bolda stood out not only for its musical brilliance but also for its celebration of Pakistani culture, diversity, and artistic excellence within Qatar’s cosmopolitan setting. Audience members described the evening as “unforgettable” and “deeply emotional,” praising the performers for their passion and connection with the crowd.

With flawless execution and world-class production, Rehaab Media, in association with RDD Events, delivered an event that will be remembered as one of the standout cultural experiences of the year in Doha. As Qatar continues to emerge as a thriving hub for global arts and entertainment, Jadoon Punjab Bolda reaffirmed the power of music to transcend borders and bring people together in harmony.