



creativeBC



INDIA

MUSIC MARKET STUDY



Written by Sound Diplomacy

CONTENTS

1. Introduction	4
1.1 India at a Glance	4
General Info	4
Transport Network	5
1.2 India Geography	7
2. The Indian Recorded Music Market	9
2.1 History and Current State	9
2.2 Recorded Music Market	9
Chart Analysis	10
Piracy	11
2.3 Labels and Production Companies	11
2.4 Streaming in India	13
2.5 Record Labels, Retail and Distribution	15
Record Labels	15
Record Stores	18
Distribution	19
Booking Agencies	20
Management Companies	22
3. Live Performance Industry in India	23
3.1 Music Festivals	24
Festivals	25
3.2 Touring India	28
Venues	29
Costs of Touring	32
Tips About Touring	33
Visas	35
4. Music Publishing in India	35
4.1 Trends and Development	35
4.2 Sync and its Impact	35
4.3 Performing Rights Organisations (PRO)	36
4.4 Select Music Publishers	36
5. Music Promotion and Media	37
5.1 Radio	37
5.2 Television	38
5.3 PR (Print & Digital)	38
Select Newspapers	38
Select Music/Art Magazines	39
Select Publicists and Agencies	40
6. Business and Showcase Events	41

6.1 Select Showcases and Conferences	41
Trade shows / conferences	41
The convention was hosted and attended by some of the most influential entrepreneurs that belong to the nightlife industry.	42
7. Additional Tools and Resources	42
8. References	43

1. Introduction

1.1 India at a Glance

General Info

India is a federation made up of 29 states and 7 union territories. It is the second most populous country in the world, with a population of nearly 1.3 billion, and is also the seventh largest in terms of landmass. India shares a border, from east to west, with Pakistan, China (& Tibet), Nepal, Bangladesh, Bhutan and Myanmar. To the south lies the island of Sri Lanka.-

The national currency of India is the Rupee (INR) and is issued by the Reserve Bank of India. ₹1 INR is divided into 100 *paise*, though 25 and 50 paise coins are no longer legal tender. At the time of writing, \$1 CAD equates to ₹51.5 INR.

A few standard prices, in most Indian cities, for basic essentials are:

Coffee	₹89
Domestic Beer (0.5 litre draught)	₹100
One-way Ticket (Local Transport)	₹18.5
Big Mac Meal	₹200

In total, India has a population of 1.32 billion people, and as of 2015, its urban population makes up 32.7%¹. India is projected to be the world's most populated country by 2022, surpassing China². Its population is youthful, with more than 50% under the age of 25 and more than 65% under 35. Forecasts are expecting the average age of an Indian to be 29 in 2020³, compared to 37 in China and 39 in Canada.

At \$8.721 trillion USD, the country's GDP ranks 4th in the world. There are 15 official languages, often determined at regional/state levels, but 41% of the population speaks Hindi⁴. English has the status of subsidiary official language, and it is the most important language for national, political, and commercial communication.

India's capital, Delhi, and the city of Mumbai (formerly called Bombay) are the country's most populous cities and are therefore the two main airport hubs. Other important metropolitan centres for the arts include Kolkata, Hyderabad, Chennai and Bengaluru. Varanasi, on the banks of the Ganges, is India's spiritual capital, central to the development of Buddhism.

The cultural history is rich and diverse, often described as an amalgamation of several strands of music, religion, philosophy, food and art that have co-existed and influenced one another across several millennia. There are three national holidays that are celebrated around the country: Republic Day on 26 January; Independence Day on 15 August; and Mahatma Gandhi's birthday, known as Gandhi Jayanti, on 02 October.

Being a multi-ethnic, multi-religious and multi-cultural society, there are a number of Hindu, Islamic, and Christian (as well as Sikh, Parsee and Buddhist, more sporadically) holidays that are also celebrated. These vary dramatically from

¹ CIA (2017)

² Gladstone, Rick (2016)

³ Basu, Kaushik (2007)

⁴ CIA (2017)

one state to another, and it can be difficult to keep track of all of them. Hindu festivals in particular do not follow a specific western day/date format either, so can't be relied on to fall on particular dates, but the table below estimates the time of year they generally fall into.

Holiday	Dates
Diwali	February/March
Dussera	October
Ganesha Chaturthi	August/September
Holi	March
Krishna Janmashtami	August/September
Maha Shivratri	February/March
Navratri	September/October
Raksha Bandhan	August

Transport Network

As a rule of thumb, transport infrastructure in India is better developed in the southern and southwestern parts of the country.

Roads are the dominant transportation network in India, carrying almost 90 percent of the country's passenger traffic and 65 percent of its freight⁵. The density of India's highway network, at 1.66 km of highway per square kilometer of land, is higher than that of the United States (0.65) and much greater than China's (0.46) or Canada's (0.14). However, most highways in India are narrow and congested, with poor surface quality, and 40 percent of India's villages do not have access to all-weather roads.

India has 12 major and 187 minor and intermediate ports along its long coastline. Inland water transportation remains largely undeveloped, despite India's 14,000 kilometers of navigable rivers and canals.

Flying is the recommended form of transport for touring artists. The prices are low for internal fares and the travel times are considerably shorter compared to road and rail. There are 132 airports⁶ throughout the country, including 24 international airports (listed below).

Airport	City	State / Union Territory
Veer Savarkar International Airport	Port Blair	Andaman and Nicobar Islands
Visakhapatnam Airport	Visakhapatnam	Andhra Pradesh
Rajiv Gandhi International Airport	Hyderabad	Telangana
Lokpriya Gopinath Bordoloi International Airport	Guwahati	Assam
Indira Gandhi International Airport	New Delhi	Delhi

⁵ World Travel & Tourism Council (2015)

⁶ Airport Authority (2017)

Goa International Airport	whole state	Goa
Sardar Vallabhbhai Patel International Airport	Ahmedabad	Gujarat
Kempegowda International Airport	Bengaluru	Karnataka
Mangalore International Airport	Mangalore	Karnataka
Cochin International Airport	Kochi	Kerala
Calicut International Airport	Kozhikode	Kerala
Trivandrum International Airport	Thiruvananthapuram	Kerala
Chhatrapati Shivaji International Airport	Mumbai	Maharashtra
Dr. Babasaheb Ambedkar International Airport	Nagpur	Maharashtra
Tulihal Airport	Imphal	Manipur
Biju Patnaik International Airport	Bhubaneswar	Odisha
Sri Guru Ram Dass Jee International Airport	Amritsar	Punjab
Jaipur International Airport	Jaipur	Rajasthan
Chennai International Airport	Chennai	Tamil Nadu
Coimbatore International Airport	Coimbatore	Tamil Nadu
Tiruchirapalli International Airport	Tiruchirapalli	Tamil Nadu
Chaudhary Charan Singh Airport	Lucknow	Uttar Pradesh
Lal Bahadur Shastri Airport	Varanasi	Uttar Pradesh
Netaji Subhash Chandra Bose International Airport	Kolkata	West Bengal

The country's railway, Indian Railways, transports 18 million people every day, and 8,224 each year, making it one of the most heavily-used global rail networks. The 4th longest network in the world, it is state owned and run and is one of the largest employers in the world⁷.

Getting around by train in India can be an attractive solution to bands who are travelling light and have a few days between gigs. Overnight trains are comfortable, air-conditioned and relatively inexpensive, and they have the added bonus of providing savings on hotel rooms. The top classes even come with bedding and meals included in the price of the ticket. The network is very congested, and trains can get fully booked days, even months in advance, so it's crucial to plan the logistics well.

However, many important trains have a small Foreign Tourist (FT) quota of seats or berths available only to foreign tourists and IndRail passholders. This is very useful: a train which is theoretically fully booked may still have a few FT berths available within a day or two of departure so that foreign travellers can travel around at short notice. However, it's not foolproof. There is only a foreign tourist quota on approximately 200 trains per day out of the total 9,000 daily trains, and the quota might be just 2 places, seldom more than 12 places, in one or two specific classes.

There are 8 classes of tickets on Indian trains, although not all will be available on every train. The air conditioned classes, AC1-AC3 and A1-A3, are the most comfortable. A single journey from Delhi to Mumbai costs ₹3,772 in AC1/A1, ₹2,227 in AC2/A2 and ₹1,537 in AC3/A3. This goes all the way down to ₹546 in standard sleeper class (SC). SC doesn't

⁷ World Bank, <http://www.worldbank.org/>

come with any bedding, and tends to be very crowded and open to the outside elements, so it can get very hot during the day while cooling down considerably at night.

The IndRail pass gives unlimited travel across the whole Indian Railways network in your chosen class for a time period which you choose. You still need to make a reservation for each long-distance train you take, but these are free of charge and you can make them either in advance from outside India through the agency that sells you the pass, or you can make reservations yourself at stations as you go, using places from the Foreign Tourist Quota. With an AC1 or AC2 class pass there are no extra charges to pay for sleeping berths or bedding; it's all included.

A 7-day AC2 pass costs \$135USD, a 15-day pass \$185USD, a 21 day pass \$198USD. This gives unlimited travel for the relevant period, including all reservations, sleeper berths and bedding, so there are no supplements or surcharges to pay. You can check prices for all pass durations & classes at <http://www.indiarail.co.uk/indrail.htm>. Reservations can be made at any station when in India, with places taken from the Foreign Tourist Quota.

Further details on routes, bookings and terms of operation can be found at <http://www.irctc.co.in/>.

1.2 India Geography

At over 3.2 million km², India is the seventh-largest country in the world, providing a vast expanse of land to traverse when touring. There are 29 states, each with a degree of self-governance, as well as seven union territories, which are federally governed.

With the Himalayan mountain region in the North, over 7500km of coastline and sprawling fertile river plains, India boasts a diverse topographical and climatic range.

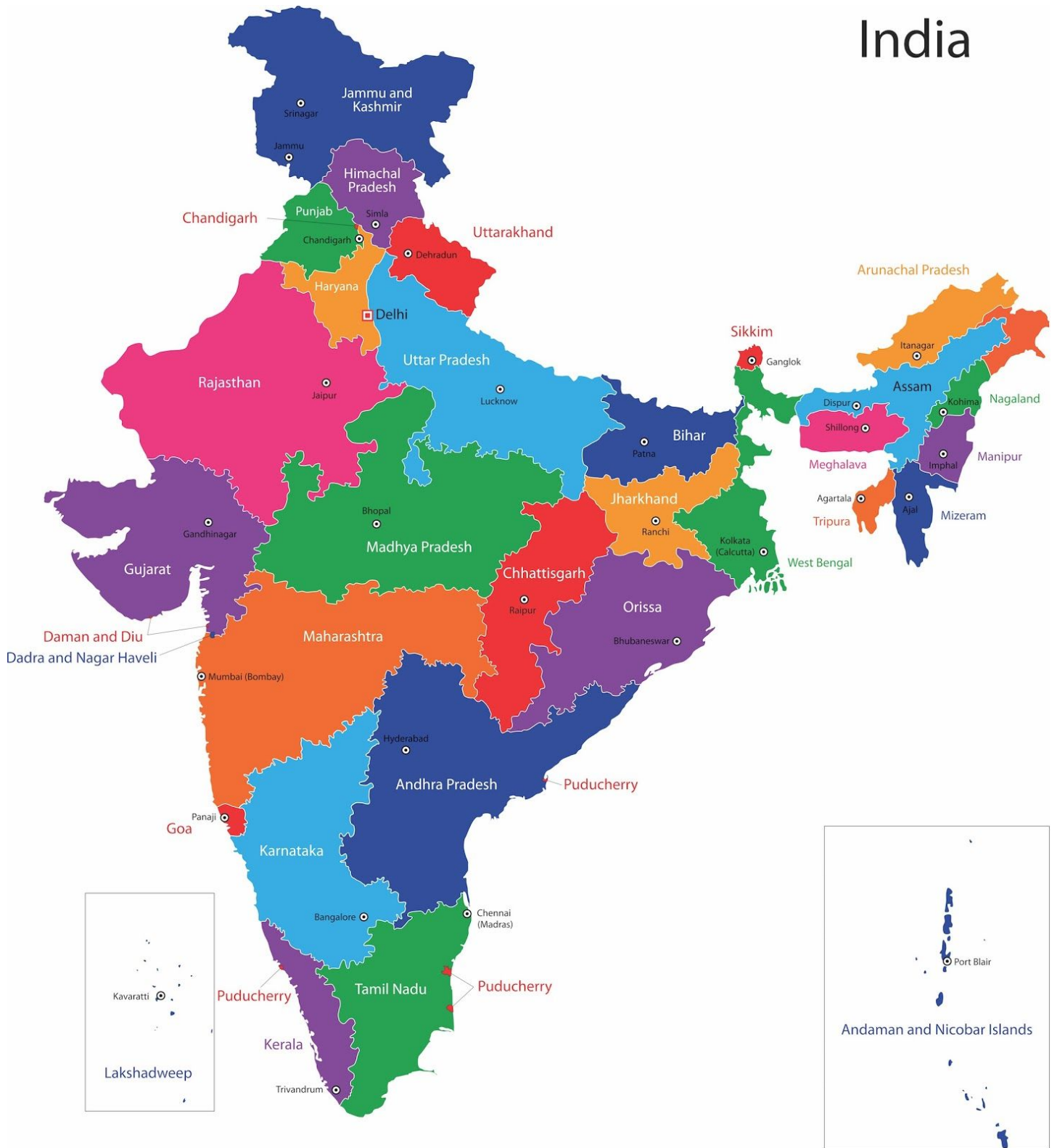
Although the country as a whole has a very dense population, it is most noticeable along the northern border, just below the Himalayas⁸. This area stretches from Kolkata (formerly Calcutta) in the East to New Delhi in the West.

The country's climate varies and can be reflective of its population density. The northern strip of the country boasts the most moderate temperatures, avoiding harsh winters but maintaining a humid heat in the summer. A tropical region extends from Central India to the Southern tip, while Western coast becomes more arid as it nears Pakistan.

Winter occurs between December and March, maintaining moderately cool temperatures, followed by a Summer lasting until June. April and May are generally the hottest months of the year. Summer is followed by the monsoon season, lasting until September, where Southern India is hit hardest. The months of October and November carry calm and moderate weather leading back into Winter.

⁸ Mappi (2011)

India



2. The Indian Recorded Music Market

2.1 History and Current State

India's music industry is often listed as that of a country which has historically underperformed but offers great potential to become a leading market in the future.⁹ Today, it is marked by fluctuating year-end statistics which see growth one year, followed by poor figures the next. While a report by KPMG projected 2014's US\$ 155m worth to be almost doubled by 2019,¹⁰ IFPI's 2014 report valued the industry starting figure much lower at US\$ 100m with continuous decline between 2012 and 2015. By 2016, this figure grew back to US\$ 111.6m, making it the 19th-largest industry in the world.¹¹

One challenge of this is developmental stages of infrastructure surrounding genres such as pop and rock and a general confusion around the 'indie' scene. Bollywood music dominates consumption in India. In 2014, it comprised 81% of all music listened to,¹² and music comprising anything not associated with the country's film industry is still underrepresented in both the live and recorded sectors.¹³ It was not until recently that the demand for indie, rock and 'Western' popular music genres grew beyond cover bands and allowed artists to be performing their original music for larger artists.¹⁴ This is also attributed to lower barriers regarding imports and recording costs, where the turn of the century saw local artists begin to be able to purchase quality instruments and equipment within India and, as around the world, record at home while distributing online to massive reach while minimizing costs.

India also faces a large piracy problems, and retailers struggle to compete with the illegal market. As streaming platforms are slowly introduced to the market, so industry players hope piracy will diminish, but infiltration is still at a minimum and is expected to be a long process.¹⁵ As of 2016, the average spend per person was US\$ 0.09.¹⁶

2.2 Recorded Music Market

The recorded music market in India was worth an estimated US\$101.56 million in 2016, but still means the market was worth a fraction of that of other Asian nations, such as Japan (US\$2.6 billion) and South Korea (US\$ 326.9 million).¹⁷ If piracy could be effectively addressed, there is potential for the market to increase substantially. A significant proportion of record company revenues in India (65%) are already derived from digital channels, and there are 16 licensed digital music channels.¹⁸ India ended 2016 as the world's 19th-largest music market, up three places from 2015. According to the most recent figures published by the IFPI, the country was 25th in terms of trade revenue from sales of physical formats, 17th for digital earnings, 18th for streaming, 33rd for performance rights, and 5th for income from synchronization. This marks significant improvements since 2016 in sync income and small losses in physical and performance revenue.¹⁹

Total recorded-music trade revenue in India rose by 26.2% in 2016, after three years of steady decline. Physical sales dropped 37% to US\$ 12.7m, but digital revenue rose 31% to US\$ 72.1m and sync rose 530% from US\$2.6m to US\$ 16.4m.

⁹ Music & Copyright (2017)

¹⁰ Ingham, Tim (2015)

¹¹ IFPI (2017)

¹² Ingham, Tim (2015)

¹³ Parasaral, Noyon (2017)

¹⁴ Wallack, Douglas (2016)

¹⁵ Music & Copyright (2017)

¹⁶ IFPI (2017)

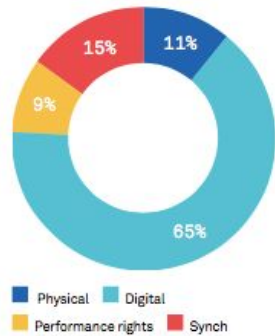
¹⁷ IFPI (2017)

¹⁸ IFPI (2017)

¹⁹ IFPI (2017)

INDIA

RECORDED MUSIC REVENUES BY SECTOR 2016 (% TRADE VALUE)



WORLD RANKING 2016

Physical	Digital	Performance rights	Synchronisation	Total market
25	17	33	5	19

RECORDED MUSIC REVENUE (US\$ MILLIONS, TRADE VALUE)

	Physical	Digital	Performance rights	Synchronisation revenue	Total (US\$)	Total (INR)	Total % change
2016	12.7	72.1	10.4	16.4	111.6	7,507.5	+26.2%
2015	20.2	54.9	10.8	2.6	88.5	5,950.8	-7.0%
2014	28.1	52.6	11.9	2.5	95.1	6,398.0	-17.4%
2013	30.6	58.7	23.6	2.2	115.1	7,745.9	-7.6%
2012	36.3	70.7	15.6	2.0	124.6	8,378.6	+25.9%

Chart Analysis

The Indian recorded music industry cash tally is divided up as; 65% from digital music, 11% from physical and 9% from public performance and 15% from sync.²⁰ The Indian music industry has a wealthy musical tradition and is capable of generating substantial revenue for the country in every genre of music within the industry. In 2016, Bollywood remained the top genre, followed by ghazals and other soft romantic music, while devotional songs are the third top favorite.²¹

While there is no official nationwide chart, there are several entities which compile such lists. The Times of India features weekly music chart updates in conjunction with Radio Mirchi. The charts list the Top 20 songs, divided regionally, although it is often not kept up to date. Logistics from streaming platform Saavn are often used to identify nationally popular songs, as well as iTunes for national album sales.

According to IFPI²², the best-selling singles of 2016 were:

TOP SONGS 2016

	Artist	Title	Company
1	Vishal Dadlani, Badshah, Shalmali Kholgade, Ishita	Baby Ko Bass Pasand Hai	YRF Music
2	Neha Kakkar, Badshah, Fazilpuria, Sukriti Kakkar	Kar Gayi Chull	Sony Music
3	Rahat Fateh Ali Khan	Jag Ghoomeya	YRF Music
4	Badshah, Jubin Nautiyal, Shashaa Tirupati	The Humma Song	Sony Music
5	Mohit Chauhan	Heeriye	Zee Music Company
6	A. R. Rahman, Sanah Moidutty	Tu Hai	T Series
7	A. R. Rahman, Srinidhi Venkatesh	Ok Jannu	Sony Music
8	Badshah, Benny Dayal	Lets Nacho	Sony Music
9	Rahat Fateh Ali Khan	Halka Halka	T Series
10	Neha Kakkar, Badsha	Akkad Bakkad	T Series

The best-selling albums were:

²⁰ Indian Mirror (2016a)

²¹ The Hindu (2016)

²² IFPI (2017)

TOP ALBUMS 2016

	Artist	Title	Company
1	Various Artists	Kaabil	T series
2	Various Artists	Befikre	YFR Music
3	Various Artists	M.S. Dhoni - The Untold Story	T series
4	Various Artists	Azhar	T series
5	Various Artists	Shivaay	T series
6	Various Artists	Ki & Ka	T series
7	Various Artists	Sultan	YFR Music
8	Various Artists	Dear Zindagi	Sony Music
9	Various Artists	Dishoom	T series
10	Various Artists	Ae Dil Hai Mushkil	Sony Music

Piracy

Piracy has become increasingly problematic and is significantly damaging artists, producers and music companies alike.²³ While India booms into the mobile technology markets, piracy has found an easier route to market through the improvement of internet access on smartphones and desktops. The continuous development of technology will inevitably make piracy platforms more accessible.²⁴ In 2015, 98% of music online was still pirated and the music industry suffered a \$4billion loss.²⁵ After a complaint to the High Court to stop copyright infringement websites guilty of providing free music downloads, The Indian Music Industry (IMI) now focus on the “implementation of the order and ensuring that all unauthorised websites offering free music downloads without license are banned and blocked.”²⁶

The IMI has been a key player in the anti-piracy movement across India, creating a team of over 100 retired police officers to tackle the issue. They have launched over 22,000 raids, resulting in 5,000 convictions under their zero-tolerance policy. Since the introduction of its Anti-Piracy team in 2000, IMI has worked closely with IFPI to tackle piracy at a global level, after identifying that most servers sourcing piracy in India are based abroad.²⁷

In 2016, Bombay High Court reiterated the fact that a violation of the Indian Copyright Act invites up to a R3 lakh fine along with a 3-year prison term. This is a similar model to France’ HADOPI anti-piracy law which saw a 22-25% increase in digital music sales and Sweden’s IRDEP law boasts a 36% increase, however these effects didn’t last.²⁸

2.3 Labels and Production Companies

Most Indian labels are local, operating under the Bollywood flag, with smaller presence from the global majors.

T-Series, a subsidiary of Super Cassettes Industries is India’s leading company. T-Series’ close ties to Bollywood movie production and the massive popularity of soundtrack sales in India have helped the company maintain its leading position. In September, T-Series signed a long-term content licensing partnership with Amazon India for upcoming film releases. The deal was the biggest of a number of deals signed by Amazon and part of the online retail giant’s rollout

²³ Sembhi, Jas (2012)

²⁴ Muso (2015)

²⁵ The Financial Express (2016)

²⁶ Sembhi, Jas (2012)

²⁷ IMI (2016)

²⁸ The Financial Express (2016)

of its Prime Video service in the country at the end of last year, six months after the entry of the wider Prime subscription service.²⁹

With an estimated market share of 20%, Saregama is the next largest local music company in India. Previously the Indian branch of EMI's Gramophone, Saregama is majority-owned (59.14%) by Rainbow Investments Ltd. In its financial report for the final nine months of 2016 (its financial year runs through March) the company said total revenue from music stood at ₹1.0176bn, up from ₹953.8m in the prior-year period.³⁰ Change of ownership from EMI to the RPG group in 1985 saw it reincarnated as India's HMV (His Master's Voice), before settling on Saregama India Limited in 2000.

Tips Music falls in third place, with an estimated market share of 5% in 2016. In contrast to Saregama, Tips registered a dip in music sales in the final nine months of 2016. According to the company, audio revenue stood at ₹217.8m, down from ₹275.7m in the prior-year period.³¹

Sony is the largest of the international majors in India and the second-biggest company overall, with a 20% market share. In addition to its own music, Sony distributes Warner Music's catalog in India, having signed a deal with the smaller major in 2013. Previously, WMG releases in the country had been handled by EMI. Warner's publishing branch, Warner/Chappell Music, is overseen by Times Music.

In addition to acting as the Indian sub-publisher for Warner and Peermusic, Times Music, at just over 20 years old, has local operations in Bollywood, electronic and indie music. It is divided into two entities: Jungle Music oversees Bollywood music and the film industry, while Times Living acts as the sub-publisher for international labels and serves as a lifestyle brand promoting interactive playlists. Its relationship with Warner/Chappell means it has a licensed catalogue of over 5 million international songs, and it is responsible for distributing international EDM acts such as Tiësto, Paul van Dyk and the Tomorrowland albums.

Other companies include Crescendo Music, which was jointly BMG's Indian branch until the latter was purchased by Sony Music, and Virgin EMI, which operates under the Universal Flag and has recently partnered with Bottomline Media and Be Seen to import its artists and focus on a domestic market offer.

The top independent labels, according to IFPI, are:

TOP INDEPENDENT LABELS (ALPHABETICAL ORDER)
12 Tónar
Alda Music
Blánótt
Dimma
Fat Cat
Napalm Records
Playground
Record Records
Sena
Smekkleysa

²⁹ Music & Copyright (2017)

³⁰ Saregama India, Ltd. (2016)

³¹ Tips Industries, Ltd. (2016)

2.4 Streaming in India

In prior years, streaming services in India were non-existent. Music was primarily available to purchase only through physical media and digital form through few websites of the labels, with no concept of purchasing songs, videos and movies. The one website which gained notorious publicity was songs.pk which possibly was the number one destination for online music downloads.³² As many as 97.4 million people in urban India listen to music online, which is close to 63% of the 168 million total urban Internet users in the country.³³ 85% of all online music consumption is done through smartphones.³⁴ Today, revenue in the music streaming sector amounts to \$57m³⁵, a 52.9% market growth.³⁶ However, much of this is from ad-supported streaming; subscription services are yet to be widely adopted.

This being said, it wasn't until 2007 when Saavn initiated the transition to online music streaming, in an attempt to tackle piracy. Until recently, Saavn had virtually no competitors, but over the last few years, many new players have entered the field including; Gaana, Wynk, Hungama and Apple Music. Apple Music landed in India in 2015 costing just ₹120 per month for a whole catalogue of songs including Indian Music and otherwise. This is the equivalent of two songs purchased on iTunes.³⁷ Bollywood music is the main content, as these services are primarily aimed towards Indian users, sometimes exclusive to the platform. However, international music is also available.³⁸

In 2016, measured by video views, T-series was the most popular music channel on Youtube with 7.32bn views. With a steady month-by-month growth, the channel claimed to be the first ever Youtube channel to reach 1 billion views in a single month.³⁹ However, in terms of active streaming user base, Gaana is the market leader with 15.2 million users followed closely by Saavn with 14.1 million users, while Apple with 4 million users takes 4th place in India.⁴⁰

Saavn

Saavn has been named the subcontinent's version of Spotify, with 20 million active monthly users⁴¹ across 196 countries.⁴² What began as a means of promoting Bollywood music to global companies soon became a platform for any fans of the genre. As with most streaming platforms, Saavn initially had an ad-supported 'freemium' edition as well as a paid-for edition. Today, it has shifted to a paid-for only model, offering a 30-day free trial instead. Its library can be accessed online and through apps in the iOS, Android, Windows and Sonos.

Recently, Saavn has also begun to offer some label services⁴³ by promoting its artists to radio stations and other digital platforms. The music provider supports the idea that music should be heard as widely as possible, stating that exclusivity encourages piracy. Other expansion plans include video content and podcasts. Although its primary focus is geared toward Indian fans, English-language content now comprises 15% of its catalogue.⁴⁴

Wynk

Between December 2015 and mid-2016, Wynk Music was the most downloaded app in India, having only launched in September 2014. While the app is available to anyone, it is only free for Airtel customers. Wynk boasts a catalogue of over 2.2 million songs, including many English-language albums from international artists such as Ed Sheeran and Kendrick Lamar. It is available online as well as through the Google and Apple stores, but it is unavailable to access outside India.

³² Life Hacker India (2016)

³³ The Hindu (2016)

³⁴ IFPI (2017)

³⁵ Statista (2017)

³⁶ IFPI (2017)

³⁷ Patkar, Mihir (2015)

³⁸ Life Hacker India (2016)

³⁹ MusicAlly (2017)

⁴⁰ The Hindu (2016)

⁴¹ Rys, Dan (2017)

⁴² Russell, Jon (2016)

⁴³ Rys, Dan (2017)

⁴⁴ Russell, Jon (2016)

Gaana

Gaana is India's largest music streaming app and has recently become the first Indian streaming service that allows users to experience a non-stop, distraction-free and safe music service using Android Auto. Over the last year, Gaana have created and released several new enhancements to continuously improve the music experience to their 50 million users.⁴⁵ Within these users, 75% are less than 35 years old, 82% prefer to use their mobiles to access their favorite music and 45% of these users are from non-tier 1 cities. Gaana as a brand will continue to focus on the domestic market. With 9 regional languages, the brand has already extended its service to millions of Indians who can't read or write English.⁴⁶

Hungama

It is the only Indian Music streaming application with Video Streaming and Download option. This game changing app, introduces for the first time, a Loyalty feature that rewards for every action on the app. One can earn (and redeem) points every time they watch videos, play/share music, invite friends or even create playlists. Mood Discovery, another first, finds and plays music to match mood. This feature allows discovering music based on preferences - Mood, Tempo, Language, Genre or Era.

The free-to-download application brings an exhaustive catalogue of music tracks & music videos from over 2 million songs from Bollywood, International, Telugu, Bhojpuri, Tamil, Malayalam and other regional content.

JioMusic

JioMusic, previously known as JioBeats, is the music streaming app of the Jio mobile network company. It offers many of the same features as India's other popular apps, including in-app downloads, a radio service and support in over 20 regional languages. As the app is relatively new, its long-term popularity has yet to be determined. It is important to mention that JioMusic is currently only available to Jio mobile customers through their 4G network.

	Free Service	Price	Offline Playback	Platforms Available	Bitrate
Gaana	Unlimited Music, Streaming with ads and No Downloads	Rs. 99/ month, Rs. 297/ 3 months, Rs. 549/ 6 months, Rs. 999/ 1 Year	Yes	Web, Android, iOS, Windows, Blackberry	128 kbps streaming & 320 kbps Downloads
Wynk Music	No Ads, Streaming limited to 100 songs per month for non-Airtel users	Android: Unlimited Downloads @ Rs. 99/ month, iOS: Unlimited Downloads @ Rs. 120/ month, Songs/ album purchase starting @ Rs. 5 per song	Yes	Web, iOS, Andorid	320 kbps
Google Play Music	Unlimited Music Streaming	Rs. 89/ month	Yes	Web, iOS, Android	320 kbps
Jio Music	No Ads, Unlimited Music Streaming,	Post all the offers Rs, 1250 for Jio Apps which includes Jio Music as well	Yes	Android, iOS	320 kbps

⁴⁵ India Car News (2017)

⁴⁶ Times of India (2017)

2.5 Record Labels, Retail and Distribution

India's recorded-music sector resembles those of developed markets, in that a small number of companies dominate music sales and distribution. The big difference, however, is that the international majors account for a minority of sales. Moreover, the music company leaders are part of larger corporations.

Record Labels
<p>Artist Aloud City: Mumbai Genre: All Contact: Soumini Paul Email: soumini.paul@hungama.com Web: http://www.hungama.org/artist-aloud.php</p>
<p>Aditya Music City: Hyderabad, Telangana, India Genre: Telugu music Contact: Umesh Gupta Email: customerservice@adityamusic.com Web: http://www.adityamusic.com/</p>
<p>Beyond Logic Records City: Mumbai Genre: psy-trance Contact: Vikram Holmukhe Email: Vikram@beyondlogic.net Web: https://twitter.com/beyondlogicrecs</p>
<p>Demonstealer About: An Independent record label in Mumbai which also has a management service. Contact: Riju Dasgupta Email: demonstealer@demonstealerrecords.com Tel.: +91-9820643313 Web: http://demonstealerrecords.com/</p>
<p>EarthSync City: Chennai Genre: World Music Email: earth@earthsync.com Web: http://www.earthsync.com/</p>
<p>Good Music For All</p>

⁴⁷ Iyer, Karthik (2017)

City: Bangalore, India
Genre: Christian Music
Contact: Francis Daniel
Web: <http://www.goodmusicforall.com>

Unholy Maunder Records (previously known as Infestdead Records)
City: New Delhi
Genre: Heavy Metal
Email: mail@unholymaunder.com
Web: <http://www.unholymaunder.com/> or
https://www.facebook.com/pg/UnholyMaunder/about/?ref=page_internal

Lahari Music
City: Bagalore
Genre: Various
Email: laharimusic@gmail.com
Web:https://twitter.com/LahariMusic?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor

Madhura Audio
City: Hyderabad, Teangana, India
Genre: Global
Contact: Madhura Sridhar
Tel.: +(91)-9849758617

Manorama Music
City: Kochi
Genre: Various
Email: manoramamusic@mm.co.in
Web: <http://www.manoramaonline.com/music.html>

Moxx Music
City: Delhi
Genre: Pop, World, Devotional, Dollywood, Bollywood
Contact: Raj Mahajan
Email: info@moxxmusic.in
Web: www.moxxmusic.in

Rooh Music
City: Kolkata, West Bengal, India
Genre: Various
Contact: Tomojyoti Mukherjee
Email: contact@roohmusic.com
Web: www.roohmusic.com

Saregama
City: Kolkata, Mumbai, India
Genre: Classical and film
Contact: Praveen Kaushal
Email: praveen@saregama.com
Web: <http://www.saregama.com/>

Satyam Audios
City: Ernakulam, Kerala, India
Genre: Various

Tel.: +91 808 606 66 63

Web: <http://www.saregama.com/>

Sonic Tantra Records / Flying Woofer

City: Goa

Genre: Psytrance, global

Contact: Sid

Email: psysid@gmail.com

Web: <http://sonictantra.com/> or <https://www.facebook.com/flyiingwoofer>

Sony Music India

City: India, Chennai, Mumbai, New Delhi, Kolkata

Genre: Various

Contact: Shridhar Subramaniam

Tel.: +91 98272 59898

Web: <http://www.sony.co.in/>

Tharangini Records

City: Thiruvananthapuram, Kerala and USA

Genre: Various

Contact: K. J. Yesudas

Email: support@ayaan.com

Web: <http://ayaan.com/>

Times Music

City: Mumbai

Genre: Regional, Folk, Bollywood, Traditional

Contact: Mandar Thakur

Email: info.timesmusic@timesgroup.com

Web: <http://www.timesmusic.com/>

T-Series

City: Old Delhi, New Delhi

Genre: Various

Contact: Bhushan Kumar / Amit Shukla

Email: amitshukla@tseries.net

Web: <http://www.tseries.com/>

Underscore Records Pvt Ltd.

City: India

Genre: Indian Music

Contact: Aneesh Pradhan

Email: aneesh@underscorerecords.com

Web: <http://underscorerecords.com/>

Universal Music India

City: Bandra West, Mumbai

Genre: Various, Domestic and International

Contact: Devraj Sanyal

Email: Devraj.Sanyal@umusic.com

A&R Contact: Subarna Roy

Email: subarna.roy@umusic.com

Web: <http://www.umusicindia.com/>

Record Stores

New Gramophone House

About: Leading wholesale store for Vinyls from around the world.

Address: Shop No. 9, Opposite Moti Cinema, Main Road, Chandni Chowk Road,, New Delhi, Delhi 110006, India

Contact: Anuj Rajpal

Tel.: +91 98109 55557

Web: <http://ngh.co.in/>

The Revolver Club

About: Selling new and used records, scouring the world to partner with underground labels, niche record stores and the major labels.

Address: G-3, Fairlands Building, LJ Road, Mahim(West), Mumbai 400016.

Contact: Jude De Souza

Email: trc@novaaudion.com

Tel.: +91 9820377696

Web: www.therevolverclub.com/

Shah Music Centre

About: Essentially, a second-hand record shop with collections of every genre. They claim to have a copy of every record HMV ever produced.

Address: 256 Meena bazar jama Masjid, New Delhi, Delhi 110006, India

Genre: English, Bollywood, Classical, Hindu, Pop, Rock, Rare records.

Contact: Syed Akbar Shah

Email: shahmusiccentre@yahoo.com

Tel.: (+)91-9810178657

Web: <http://www.indianrecordscollection.com/>

SaptaSwara Music

About: Online Indian source to purchase music.

Address: #88, Borewell Road, Whitefield, Bangalore, Karnataka, India

Genre: Collection of Carnatic, Hindustani, Devotional, Instrumental, Folk & Traditional Indian Music

Email: contact@saptaswaram.com

Web: <http://www.saptaswaram.com/>

OK Listen!

About: A pro-musician platform supporting independent musicians by being able to purchase their music online.

Address: 6 Gurubhakti CHS, Opp PO

GVS Road 1, Mulund East,

Mumbai 400081, India

Genre: Independent, Indian, Folk, Rock, Blues, Jazz

Email: support@oklisten.com

Web: www.oklisten.com/

Music Station

About: Entertainment store; Music, CD's and DVD's.

Address: 1, Gandhi Chowk Road, Gol Bazar, Bazar Ward, Near Bank of India, Chandrapur, Maharashtra 442402, India

Tel.: +91 98237 60394

Pandit Cassettes India

About: CDS, Cassettes, DVD shop
Address: A Block, Sector 16, Noida, Uttar Pradesh 201301, India

Aditya CD Zone

About: Used CD Store
Address: no 131/9 60 feet Road manjunatha Nagar Bangalore India, Bangalore, Karnataka
Tel.: 096322 49133
Web: <http://business.google.com/website/aditya-cd-zone/>

Saregama

About: Saregama India Ltd. is the custodian of over half of all the music ever recorded in India. Saregama has the largest music archive - and catalogue - in India.
Address: Mumbai, Kolkata, New Delhi, Chennai
Tel.: 022-66886200
Web: <http://www.saregama.com/>

Sony Cassettes and CD Shop

About: CD and Cassettes shop.
Address: aj Mahal Rd, Dudhwala Mohalla, Babajipura, Vadodara, Gujarat 390001, India
Tel.: +91 98987 33063

Vignesh CD Centre

About: Local CD centre
Address: Teacher's Colony, Jakkasandra, 1st Block Koramangala, HSR Layout 5th Sector, Bengaluru, Karnataka 560034, India
Tel.: +(91)-9448689148

Title Waves

About: Book Shop that also sells CD's, Dvd's that are selected through customer feedback and research.
Address: 24th Road, TPS III, Bandra (West), Mumbai
Email: info@titlewaves.com
Tel.: (+91) 022 2651 0841
Web: <http://www.titlewaves.in/>

Your Choice Books & CD's

About: Newsagents that sell books and CD's
Address: Bustand Building, Ramanattukara, Kerala 673632, India
Tel.: +91 98472 07090

Music Today

About: Part of India's leading newsmagazine 'India Today' with online links to purchasing music.
Genre: New Age, Folk, Wedding, Carnatic Classical, Hindustani Classical, Pop
Address: Music Today, The India Today Group, 1201, 12th Floor, Tower 2 A, One Indiabulls Centre, (Jupiter Mills) S. B. Marg, Lower Parel West, Mumbai - 400013 India
Email: music4u@intoday.com
Tel.: 0120 - 4807100
Web: <http://www.musictoday.in/>

Distribution

Universal Music India

Address: Bandra West, Mumbai

Contact: RH Chhatrapati

Email: rh.chhatrapati@umusic.com

Web: <http://www.umusicindia.com/>

Super Cassettes Industry Limited

Address: 601, Durga Chambers,

Linking Road,

Khar (West),

Mumbai 400 052

Email: response@tips.in

Tel.: +91 22 66431188

Web: <http://www.tips.in/>

IndiEarth

Address: No. 8 8th Street, Nandanam Extension Chennai 600 035, India

Contact:

Email: support@indiearth.com

Tel.: 91 44 24341624

Web: www.indiearth.com

Crescendo Music

Address: 202, Kartik Complex, New Link Road, Opp. Laxmi Industrial, Andheri (W) 400053

Contact: Suresh Thomas

Email: info@crescendomusic.co.in

Web: <http://crescendomusic.co.in/>

Believe Digital

Address: Chennai, Mumbai

Email: asia@believedigital.com

Web: <http://www.believedigital.asia/>

Sony Music India

City: India, Chennai, Mumbai, New Delhi, Kolkata

Contact: Shridhar Subramaniam

Tel.: +91 98272 59898

Web: <http://www.sony.co.in/>

Distributes Warner Music Group releases for Indian and SAARC market

Eros Entertainment

City: Mumbai, Maharashtra

Contact: Sunil A Lulla

Email: compliance.officer@erosintl.com

Tel.: + (91 - 22) 6602 1500

Web: <http://www.erosintl.com/>

Booking Agencies**W.O.A International**

Address: B7, Shangri La Apts, St Marys Colony, Miramar, Panjim, Goa 403001, India

Email: woa@woarecords.com

Tel.: +91-9922571001 (Goa) +447570708502 (UK)

Web: <http://www.woarecords.com/woarecordsindiatour>

Krunk

Address: Mumbai

Contact: Sohail Arora

Email: Sohail@krunklive.com

Web: <http://krunklive.com/>

MN2S

About: London based agency who book in India

Address: 4-7 Vine yard, London, SE1 1QL

Contact: Sharron Elkabas

Email: info@mn2s.com

Web: <https://mn2s.com/booking-agency/live-roster/india/>

MELA Agency

About: Looking after the live performance aspect of their careers, specifically in the US and Canadian market

Address: New York [USA] | Ahmedabad [India]

Contact: Heena Patel

Email: info@melaagency.com

Web: <http://melaagency.com/about/>

Overture

About: Music consultancy based in India with artist management, event production, booking and marketing.

Address: S4, PSR Block 1,
5th main, Krishnappa Block,
Ganganagar, Bangalore

Contact: Gaurav Vaz / Arpan Peter

Email: Arpan@overturemedia.com

Web: <http://www.overtureindia.com/>

Mixtape

About: The company specializes in music and deals in artist management, tour management, show bookings and event management. Mixtape caters to curating corporate events and programmes in clubs, colleges and festivals across the country.

Address: Mumbai

Email: info@mixtapelive.in

Web: <http://www.mixtapelive.in/>

Unmute Agency

About: With a focus on DJs and live acts who produce and play cutting-edge electronic dance music.

Contact: Dev Bhatia

Email: dev@unmute.in

Web: <https://unmuteagency.wordpress.com>

Vital Agency

About: Vital is a New Delhi based, international booking agency booking electronic music in India.

Contact: Munbir / JJ Cassiere

Email: munbir@vitalagency.com

Tel.: +91 9971 943 113

Web: <http://www.vitalagency.com/>

Party Map

About: Assist Event Managers across the globe in booking artists for their events.

Contact: Nik

Email: learn@partymap.in

Web: <http://www.partymap.in/>

DSR Booking Agency

About: Focuses on top Indian Extreme Metal music, they also deal with PR and band consultancy.

Contact: Sahil Makhija

Email: dsr.booking@gmail.com

Tel.: +91-9820643313
Web: <http://dsrbooking.com/>

Blue Frog

About: Live music platform, booking artists for their shows and festivals. They also have their own club where they book artists to perform at too.

Contact: Sumer Vaswani / Beverly on the email below

Email: beverly@bluefrog.co.in

Tel.: +91-22-6158 6158

Web: <http://www.bluefrog.co.in/>

Artistivity

About: Artistivity is India's largest community of performing artists with more than 5000 musicians, singers, DJs, dancers, emcees, stand-up comedians and celebrities from sports, fashion and media. Book an artist at a click of a button.

Contact: Sanjay Ahire

Email: contact@artistivity.com

Web: www.artistivity.com

Groove Temple

About: Booking anything from local and international DJs to Bollywood stars, live fusion bands to illusionists. Also double up as a tour management company.

Contact:

Email: contact@groovetemple.com

Tel.: +91 22 2445 4000

Web: <http://groovetemple.com/>

Management Companies

Gatecrash

About: GATECRASH is a consulting agency specialized in touring international bands in India, curating Indian and international acts for Festivals and events and managing music-related projects.

Contact: Emmanuelle de Decker

Email: emma@gatecrash.in

Tel.: +91 98 33 71 86 42

Web: <http://gatecrash.in/>

Indianuance

About: Some of India's finest classical musicians have chosen to be managed under their banner. Traditional artist management to include label management, artist PR and image management and distribution.

Contact: Aishwarya Natarajan

Web: <http://www.indianuance.com/>

Demonstealer

About: An Independent record label in Mumbai which also has a management service.

Contact: Riju Dasgupta

Email: demonstealer@demonstealerrecords.com

Tel.: +91-9820643313

Web: <http://demonstealerrecords.com/>

Frameshift Initiatives

About: FSI is an Artist management & Booking Agency for Metal Bands from across the Globe.

Email: frameshiftinitiatives@gmail.com

Web: https://www.facebook.com/pg/frameshiftinitiatives/about/?ref=page_internal

KRUNK

About: Krunk is an all-India management & booking agency specializing in local and international talent.

Contact: Sohail Arora

Email: sohail@krunklive.com

Web: www.krunklive.com

Mixtape

About: Mixtape is a management company based in Mumbai specializing in artist management, tour management, show bookings and event management.

Email: info@mixtapelive.in

Web: www.mixtapelive.in

Sony Music

About: Management arm of the major record label Sony Music - currently representing Bollywood performers

Contact: Arjun Sankalia

Email: arjun.sankalia@sonymusic.com

Web: <https://www.sonymusic.com/>

Third Culture

About: Independent Management company for DJ's - Currently representing 2 domestic artists

Contact: Tej Brar

Email: tej@thirdculture.in

Web: www.thirdculture.in

3. Live Performance Industry in India

The rising interest in independent music means there is a growing number of performance opportunities at both festivals and within venues. Although there are a number of dedicated indie venues across the nation, many are EDM clubs or restaurants with DJs running occasional live evenings, and it is important to clarify with the venue where there is availability on their schedule, if any.

Many bands currently touring the scene note that fans may still be skeptical towards English-language international artists, and suggest conducting tours with a local act in order to secure a guaranteed audience and begin to build a fanbase. Festivals are less exclusive, although still largely work with national artists. Below, we have listed several festivals which feature international artists, either as support acts or headliners.

Festival season in India primarily occurs from September to March, while club and venue gigs are year-round. The latter are weekend events, although there is the occasional Wednesday or Thursday show.

3.1 Music Festivals

Case Study: NH7 Weekender



Anuj Gupta is the Head of Programming at OML (India).

OML is a versatile and wide-ranging entertainment firm based in Mumbai, India. The company delivers creative ways of working with artists, creators and brands to create incredible live entertainment properties like music festivals, concerts, culture events and a range of branded content. The company can be broadly categorized into four segments - artist management, branded initiatives, the ticketing portal Insider.in and live events and properties. Additionally, it has promoted and produced tours in India for David Guetta, Enrique Iglesias, Norah Jones, Russell Peters, The Prodigy, Mumford & Sons, Lady Gaga and a number of other artists.

NH7 Weekender is an annual, multi-city music festival in India, with an annual attendance across the editions of over 100,000. The festival, held between October and December, travels to multiple cities, with the flagship event in Pune. Other cities that have hosted the Weekender include Delhi NCR, Bengaluru, Kolkata and Shillong. The festival is noted for its divergent artistic lineup and hosts a large number of established and emerging local artists alongside major international acts. Notable International artists that have performed at the festivals include Steven Wilson, José González, Mark Ronson, Mogwai, Flying Lotus, The Wailers, Imogen Heap, The Vaccines, Megadeth, Rodrigo y Gabriela, Chase & Status, Basement Jaxx, Fear Factory, Seun Kuti & Egypt 80, MUTEMATH,

Fink, Jon Hopkins, Karnivoool and more.

1. What is the statement of the festival and how many people does it attract each year?

The NH7 Weekender is an Indian music festival that aims to showcase the best Indian independent music to audiences across the country. The festival is not International-headliner-centric; however, it has hosted prominent acts such as Steven Wilson, Mark Ronson, Mogwai, Flying Lotus, The Wailers, The Vaccines, Megadeth, Rodrigo y Gabriela, Chase & Status, Basement Jaxx, Fear Factory, Seun Kuti & Egypt 80, MUTEMATH, Fink, Jon Hopkins, Karnivoool and more.

2. Have you booked any Canadian artists in previous editions?

The majority of our international bookings at NH7 have been from UK, Europe, USA, Australia. The only Canadian acts we've booked have been 3 indie acts - Poirier, Humble the Poet and Rehan Dalal.

3. How do you choose international acts to play? What do you look for specifically?

The focus of NH7 Weekender will always be Indian acts. Our objective is to create large-scale properties where our local talent can showcase their best performances. With the international bookings, we're looking for acts that have great live shows and are looking forward to playing to new audiences and experience the Indian market as a whole.

In the past, we have booked International acts from Australia, Austria, Denmark, France, Germany, Israel, Jamaica, Lebanon, Malaysia, Mali, Netherlands, New Zealand, Nigeria, Pakistan, Portugal, Slovakia, Sweden, UAE, UK, USA, South Africa, and Wales.

4. What should Canadian acts have in place when applying to perform? Do they need to have a big profile in India before applying?

Great music! That's it, really.

5. How do you book for the festival?

We're scouting for new talent always - on-ground in India, at showcase festivals in Europe, through the hundreds of

emails we receive and from our bookers' personal listening.

6. Do you have any 'top tips' for international artists who are performing at the festival to build their profile or opportunities?

Talk to us after you're booked, and we'll be happy to help you plan ways to optimise your time spent here in India.

Festivals

NH7

About: H7 Weekender is an annual, multi-city music festival in India. Conceptualised, produced and organised by Only Much Louder, the event is one of the largest music festivals in India, with an annual attendance across the editions of over 100,000.

Contact: Arjun S Ravi, Shreyas Srinivasan and Stephen Budd

Tel.: +91-22 30770223

Web: <https://insider.in/nh7-weekender>

Sunburn Festival

About: Sunburn is India's premier electronic music brand hosting Asia's largest 3-day Electronic Music Festival in Goa, Various city festivals, Arena gigs and Club tours across the country since 2007

Contact: Abhik Chakraborti

Email: sunburn@perceptindia.in or info@sunburn.in or abhik.chakraborti@perceptindia.in

Web: <http://sunburn.in/>

Mahindra Blues Festival

About: Mahindra Blues is Asia's largest Blues festival, bringing together some of the world's best Blues musicians for a two-day festival in Mumbai, India

Address: Mehboob Studios Mehboob Studios 10 Hill Road Bandra West Mumbai Maharashtra India

Contact: Anand Mahindra

Email: mahindrablues@gmail.com

Web: <http://www.mahindrablues.com/>

Storm

Address: #4/1, Ground Floor, Alexander Street, Richmond Town, Bangalore -560025

Contact: Lavin Uthappa

Tel.: 91 80 41248225

Email: media@stormfestivalindia.com

Web: <http://www.stormfestivalindia.com/>

Rajasthan International Folk Festival (or Jodhpur RIFF or Jodhpur folk festival)

About: An annual music and art festival organized to promote traditional folk music and arts.

Address: P.B No 165 , The Fort, Sodagaran Mohalla, Jodhpur, Rajasthan 342006

Contact: HH Gaj Singh

Email: info@jodhpurriff.org

Web: <http://www.jodhpurriff.org/>

Escape Festival of Art & Music

About: The Escape Festival will feature a variety of artists, photographers, bands, painters, tattoo artists, potters and graffiti artists from various places from all over the world over three days.

Address: Lake Resort, Naukuchiatal, Uttarakhand

Tel.: 09818956897

Web: <http://journeymart.com/holidays-ideas/festivals/escape-festival.aspx>

Magnetic Fields Festival

About: Three days of music, art, food and magical connections around the world in a 17th century palace in Shekhawati, Rajasthan.

Address: Alsisar Jhunjhunu, Alsisar, Rajasthan 331025, India

Contact:

Email: info@magneticfields.in

Web: <http://www.magneticfields.in/>

SulaFest

About: A true 'World Festival' with 3 stages, 3 days, and over 120 artists performing.

Address: Gat 36/2, Govardhan Village, Off Gangapur-Savargaon Road, Nashik, Maharashtra 422222

Contact: Abhi

Tel.: 9819817099

Web: <http://www.sulafest.net/#>

Rang Festival

About: Rang stands synonymous with Holi celebrations. It is the only festival which gives you a chance to celebrate holi while witnessing some of the biggest international artists in a 12 hour musical extravaganza.

Address: 32nd Milestone, NH. 8, Behind Sector 15, Gurgaon, Haryana 122001

Contact: Event Wala

Email: eventwala@gmail.com

Tel.: + 91 11- 49063966

Address: 32nd Milestone, Delhi NCR

Indigo and Blues Festival

About: Bangalore's foremost Blues and Jazz festival will see some of the best International and Indian musicians play the best music from the world of Jazz.

Address: 1, Domlur, Golf Avenue, Adjoining KGA Golf Course, HAL Airport Rd, Bengaluru, Karnataka 560008

Contact: Suresh Sanyasi

Tel.: 9900142919

Email: suresh.sanyasi@radioindigo.in

Web: <http://www.indigoandblues.in/>

Shiva Squad Festival

About: Three-day festival of adventure, music, healing and culture is held every September located in one of the most beautiful valleys caressed by the supreme Himalayas and the Beas River. This one-of-a-kind fest showcases the finest artists from genres of Psy-Trance, Trance, Hi-Tech and Electronic Music to Rock, Jazz, Fusion, Classical, R&B and Folk Music.

Address: Morpheus Valley Resort, Camping Site, Raison, Kull-Manali NH 21, (H.P.)

Contact: Rajat Gupta

Tel.: +91-7533860001

Email: info@shivasquad-festival.com

Web: <http://www.shivasquad-festival.com/#>

GoMAD Festival

About: goMAD is an annual festival dedicated to the most eclectic motley of Music, Art, Dance. From fusion rock to pop, folk to jazz, electronica to metal, inimitable collaborations, whirling dancers to art installations, goMAD Festival is unique with no headlining acts - only a pure celebration of the arts.

Contact: Ravi Satti

Email: info@gomadfestival.com

Web: <http://gomadfestival.com/>

Holi Cow! Festival / Holi Moo Festival

About: Holi Cow! Festival is an all-day outdoor festival that takes place each March in New Delhi. The event offers an array of art, culture, food, music and dancing across three stages. The best Indian and international hip-hop, indie and electronic musicians

Address: Asiad Tower, Khelgaon, New Delhi, Delhi 110049 New Delhi, India

Contact: Raul Chandra

Tel.: +91-1141045740

Email: holimoofestival@gmail.com

Web: <http://holimoofestival.com/>

Mood Indigo

About: Annual cultural fest bringing together the nation's biggest college music festival. It is one of the oldest music festivals held in the country, a four-day long event held towards the end of December every year.

Address: Mood Indigo Office, Student Activity Center,
IIT Bombay, Powai, Mumbai-400076

Contact: Akhil Dhoot

Tel.: +91 - 9967679334

Email: akhil@moodi.org

Web: www.moodi.org

Summer Storm Festival

About: Metal music's greatest event in the country, Summer Storm which saw Lamb of God perform as the headliner some years back takes place in the Palace Grounds of Bangalore. The festival promotes both Hard Rock and Metal acts drawing thousands of metal fans from across India and abroad to Bangalore every summer.

Address: Palace Grounds, Bangalore, India

Contact: Arpan

Email: arpan@overtureindia.com

Web: <http://www.overtureindia.com/summerstorm.html>

Enchanted Valley Festival

About: This new one-of-a-kind music festival pays ode to the cutting-edge music genres like House, Techno, Trance, Drum and Bass and the likes.

Address: Aamby Valley City

Contact: Ritika Bhatia

Tel.: +91-9833392134

Email: info@evc.co.in

Web: <http://evc.co.in/>

Music at India Bike Week

About: The India Bike Week held every January in Goa is not just a celebration of bikers around the country but it also features music on three stages - live, acoustic and EDM. This unique celebratory event even hosted MMA fights as well as a host of other exciting events.

Contact: Chiran VJ

Tel.: 02266022707

Email: info@indiabikeweek.in / indiabikeweek@gmail.com / chiranjv@gmail.com

Web: <http://indiabikeweek.in/>

The Great Indian October Fest

About: The great Indian October Fest is produced along similar lines of internationally renowned German Oktoberfest which takes place in Munich. Held every October, India's biggest annual music and beer festival brings all worlds of live performances together.

Address: E-Zone Club Private Limited, Plot No. 23 / 24, KR Puram Ring Road, Chinnapahalli

Contact: Samar Singh Sheikawat / Vilas GV

Web: <http://www.kingfisherworld.com/tgiof/>

Guwahati International Music Festival

About: The various events of GIMF includes live music performances lecture-demonstration sessions, film screening event, display kiosks for professionals and firms from the music trade industry.

Address: Guwahati, Assam

Contact: Aiyushman Dutta (Director)

Email: gimf@lifespurple.com

Web: <https://www.facebook.com/GuwahatiInternationalMusicFestival/>

VH1 Supersonic Festival

About: Vh1 Supersonic is the home of India's definitive Dance Music experience.

Address: Viacom 18 Media Pvt Ltd. Subhash Rd, Vile Parle. Mumbai, Maharashtra -400057

Contact: Vijay Nair

Email: vh1supersonic@viacom18.com

Web: <http://www.gosupersonic.in/>

WOA International Music Festival

About: This is the event that brings together Independent Music's breakthrough artists from around the world to perform live in concert across Goa, India. Few can come close to the scale of the Annual W.O.A International Music Festival, featuring multi genre international bands performing across the best live music venues in the region.

Address: 7, Shangri La Apts, St Marys Colony, Miramar, Panjim, Goa 403001, India

Email: woa@woarecords.com

Tel.: +91-9922571001 (Goa) +447570708502 (UK)

Web: <http://www.woarecords.com/woarecordsindiatour>

Ziro Festival

About: Ziro is a three-day festival held in September in Ziro Valley. It labels itself a multi-genre festival, and has a dedicated daytime stage for folk artists, but the evening artists primarily fall under the independent pop or rock categories. Festival creators say that the tricky access to the grounds via transport means their audience, which has grown over six-fold since its conception, is comprised of dedicated music fans. It is important to note that, although food and accommodation are paid for, the performance itself is unpaid.

Contact: Bobby Hano and Anup kutty

Address: Ziro Valley, Arunachal Pradesh, India

Email: bobby@zirofestival.com

Web: www.facebook.com/zirofestival

Bangalore Open Air

About: Also referred to as the G-shock Bangalore Open Air, this is India's foremost dedicated heavy metal festival. BOA hosts a range of international bands both as headliners and opening/daytime acts to appeal to a range of metal subgenres from black metal to power metal and gothic metal. The next edition is due to take place in July 2017.

Email: bangaloreopenair@gmail.com

Tel.: 9886563078

Web: www.facebook.com/BangaloreOpenAir

Bass Camp Festival

About: Bass Camp Festival is in its seventh year as India's sole bass heavy electronic festival. It features an international headliner each year, bringing acts in from the UK, Germany and New Zealand to play alongside India's rising DJs. It's indoor layout means acts get to play some of the best dance clubs in India.

Email: sohail@krunklive.com

Web: krunklive.com/basscampfestival

3.2 Touring India

Independent and international music is still a growing scene in India, and the venue circuit is reflective of that, with

few venues in each city catering to live performances exclusive of jazz and classical. The global restaurant chain, Hard Rock Cafe, has several outfits in India, and is a popular place for many rock and pop/rock artists to play. There are outlets in New Delhi, Gurgaon, Mumbai (Worli and Andheri), Pune, Hyderabad and Bengaluru.

Venues
<i>Mumbai</i>
<p>Anti Social Where: Bandra, Mumbai Capacity: 400 Contact: socialoffline1@gmail.com Web: https://www.facebook.com/antiSOCIALkhar/</p>
<p>H2O Where: Maharashtra, Mumbai Capacity: 200+ Contact: info@clubh2o.in Web: www.clubh2o.in</p>
<p>Hard Rock Cafe Mumbai Worli Where: Worli, Mumbai Capacity: 400 seated Contact: mumbaisales@ismcorp.in Web: www.hardrock.com/cafes/mumbai-worli</p>
<p>Tilt All Day Where: Kamala Mills, Mumbai Capacity: 4000 sq. ft. Contact: tiltallday@palatinehospitality.com Web: www.facebook.com/tiltallday</p>
<p>The Olive Bar and Kitchen Where: Bandra, Mumbai Capacity: 90 Contact: +91 22 43408228 Web: www.olivebarandkitchen.com</p>
<p>Bandra Base Where: Mumbai Capacity: unknown Contact: bandrabase@gmail.com Web: www.facebook.com/bandra.base</p>
<p>Kino Cottage Where: J.P. Road, Seven Bungalows, Versova, Mumbai, India Capacity: unknown Contact: +91 98200 52222 Web: www.facebook.com/kino108</p>
<p>Gostana Where: Ground Floor, Prabhat Kunj, 24th Road, Bandra (West), Mumbai Capacity: unknown Contact: +91 22 6453 3359 Email: info@gostana.com Web: www.facebook.com/gostanacafe</p>
Bonobo

Where: 2nd Floor Kenilworth Mall Phase 2, KFC Off Linking Road, 33rd Road, Bandra West
Capacity: unknown
Contact: +91 22 2605 5050
Email: info@bonobo.co.in
Web: www.facebook.com/BonoboBandra

New Delhi

Raasta
Where: 30 Hauz Khas Village, New Delhi 110016
Capacity: 4000 sq. ft.
Tel.: +91.11.4062 3028
Email: Sonali Sokhal ss@iqevents.in or Pooja Gupta pg@iqevents.in
Web: www.raastathestreet.in

T.L.R.
Where: 31 Hauz Khas Village, New Delhi 110016
Capacity: unknown
Contact: +91 11 4608 0533
Email: live@tircafe.com
Web: www.tlrcafe.com

i-Kandy
Where: Le Meridien Gurgaon, MG Road, Gurgaon, Delhi
Capacity: unknown
Contact: +91 124 499 2000
Web: www.facebook.com/iKandygurgaon

Moonshine Cafe & Bar
Where: 30 Second Floor, Hauz Khas Village, New Delhi
Capacity:
Contact: +91 98998 28004
Email: anujmoonshine@gmail.com
Web: www.facebook.com/MoonshineCafeBar

Summer House Cafe
Where: Hauz Khas, New Delhi
Contact: +91 93509 67000
Email: summerhousecafe2014@gmail.com
Web: www.summerhousecafe.co.in

Out of the Box
Where: 9-A, Hauz Khas Village, New Delhi
Contact: +91 99998 70179
Email: otbhkv@gmail.com
Web: www.facebook.com/outoftheboxhauzkhas

Turquoise Cottage
Where: A 5, Green Park, Main Aurobindo Marg, New Delhi
Contact: +91 98185 24251
Email: info@turquoisecottage.com
Web: www.facebook.com/Turquoise.Cottage

Hard Rock Cafe
Where: DLF Cyber Hub, Unit No. 4/5/104/105, Ground and First Floor, R-Block, DLF City, Phase: III, Gurgaon, Haryana, 122002
Contact: +91 124 4949630
Email: gurgaonsales@jismcorp.in
Web: www.hardrock.com/cafes/gurgaon

Bangalore

CounterCulture

Where: 28/8-1 Hutchins Road, St. Thomas Town, Bangalore

Contact: +91 9108554953

Email: info@counterculture.co.in

Web: www.counterculture.co.in

The Humming Tree

Where: #949, 3rd Floor & Rooftop, 12th Main Road, Indiranagar, Bangalore

Contact: +91 98866 18386

Email: enquiry@thehummingtree.com

Web: www.facebook.com/thehummingtree

The BFlat Bar

Where: 776 2nd Floor, 100 Feet Road, Indira Nagar, Bangalore

Contact: +91 80 4173 9250

Email: thebflatbar@gmail.com

Web: www.facebook.com/thebflatbar

Opus

Where: #4, 1st Main, Chakravarthy Layout, Palace Cross Road, Bangalore 560020

Contact: 9844030198 or 080-23442580

Email: opus@trumpit.com

Web: www.myopus.in

Opus

Where: #2, Doddenakkundi Industrial Area, Brookefields Main Road, Bangalore

Contact: 9900002882 or 080-40943031

Email: opus@trumpit.com

Web: www.myopus.in

Hard Rock Cafe

Where: 40 St. Marks Road, Bengaluru 560001

Contact: +91 804 124 2222

Email: bengalurusales@jsmcorp.in

Web: www.hardrock.com/cafes/bengaluru

Indigo Live

Where: Jyoti Nivas College Rd, Koramangala Industrial Layout, Koramangala Layout Bengaluru, Karnataka 560034

Contact: +91 8197574042

Email: musicbar@indigolive.in

Web: www.indigolive.in

City Bar

Where: No. 86, Oak Shot Place, M.G. Road, Bangalore, India 560001

Contact: +91 80 4171 6359

Web: www.facebook.com/CityBar560001

Kolkata

Someplace Else

Where: The Park, 17 Park Street, Kolkata

Contact: +91 33 4004 9000

Email: spe.cal@theparkhotels.com

Web: www.facebook.com/someplaceelselive

Goa

Art Escape

Where:**Contact:** +91 93 2359 0051 or +91 98 8156 8756**Email:** info@artescape.in**Web:** www.facebook.com/Art-escape-go-163206737024011

Costs of Touring

200 rupees a day driver - van rental costs

Accommodation

There are a number of five star chains which can be found in most major Indian cities, including:

- Taj Hotels
- Trident Hotels
- Ambassador Hotels
- Oberoi Hotels
- Ashok Hotels

Mid-range hotels include:

- Holiday Inn
- Park Plaza Hotels
- Clarks Hotels
- Ibis Hotels
- Best Western

Another popular option is Airbnb, which can make finding accommodation in more rural areas much easier. It is a good option if touring with a larger crew, as there are many choices in terms of location and size. Airbnb accommodations are generally self-catered and offer discounts if booked for extended stays.

Youth hostels are also a good choice if touring in smaller parties. Generally, hostels feature shared accommodations with bunk beds serving 6+ people per room, but some offer private rooms for additional fees. Hostelling International and Youth Hostels Association list reliable hostels around the world.

Merchandise

Merchandise is very important when touring in India, as it can be a great way to subsidise touring costs and if done well, make a profit. Unless you are able to designate the merch selling to a band member or one of the crew, you will have to employ your own merch seller which can add another cost to the touring party.

Selling merch can be your main profit on shows, so it should always be taken seriously and organised as a regular business venture.

Equipment

One major logistical and financial problem that you as a North American touring act face is transporting your musical equipment. You cannot easily or cheaply fly with your equipment on the plane unless your instruments are small, light and well cased.

Standard hold baggage limits of most US airlines is 20KG per person; a standard sized suitcase containing clothes for a 2-week trip can weigh 20KG.

For 'standard' rock /pop bands, classical musicians and others you will have to investigate either shipping your equipment over with a freighting company or renting / buying similar items in India.

Backline: Backline is the term used for the basic kit that a band needs:

- Drums (without breakables)

- Bass amp / head and cabs
- Guitar amps / head and cabs
- Microphones, stands and cabs

Always send your tech specs to the venue/promoter in advance to be sure they have everything you need when you arrive:

- Microphones & mic stands
- D.I Boxes
- PA and lighting information
- Stage plots

Reputable venues will have a certain amount of backline, but bands will usually need to provide their own equipment and should only expect basic backline to be provided.

Consumables: It is most cost effective to purchase all tour consumables (strings, sticks, heads batteries, gaffer/duct tape etc.) in Canada and bring them with. Prices for all these items are on average 20-25% more expensive in India.

Per Diems

You should be issuing yourself a per diem (which is Latin for "per day"). \$30CAD per band and crew member will provide them with a comfortable sum to eat and travel.

Tips About Touring

- India's voltages range from 220v to 240v, so be sure to check the compatibility of all appliances and electronics before purchasing an adapter. There are also physical differences in the design of the plugs and sockets. It is vital that you arrange the rental of good quality, touring step-down transformers for your Canadian voltage equipment.
- It is advised to purchase a local sim card for your mobile, as it will give you greater phone and internet access. Sim cards can be purchased by presenting a passport photo and photocopy of
- Internet in India is widespread, although connectivity is stronger and faster around cities. In rural areas, mobile connectivity is more common.
- There are strict rules about leaving or arriving with vast amounts of currency. You should bear this in mind if your tour is very successful, especially if you generate a large amount of cash from merchandise sales. If arriving directly from or traveling to a country outside India, amounts exceeding US\$ 10,000 or the equivalent in another currency (incl. banker's drafts and cheques of any kind) must be declared.
- Petrol prices vary slightly from city to city depending on state taxes, but ranges from Rs 68-77 for petrol and Rs 57-63 for diesel. It is also important to note that recent laws have passed under which petrol stations in 8 states are closed on Sundays:
 - Tamil Nadu (contains Chennai)
 - Kerala
 - Karnataka (contains Bengaluru)
 - Puducherry
 - Andhra Pradesh
 - Telangana
 - Maharashtra (contains Mumbai and Pune)
 - Haryana
- Remember to bring a bit of cash for the toll roads!

Case Study: Them Clones



Them Clones is a rock band formed in New Delhi in 2000. Their 15+ year career has seen them featured in such publications as Rolling Stone and MTV online and were named Best Band three years in a row as part of the Jack Daniels Annual Rock Awards. Their debut album, *love.hate.heroes*, was released under EMI, which also featured them as one of two Indian artists on an international compilation comprising 100 songs. They launched their own music festival, Clonefest, in 2011.

1. What are some of the difficulties to traveling around India? Distance/cost/language barrier?

Travelling within the city (New Delhi, Mumbai, Pune, Bangalore, Kolkata) is not an issue now as you have taxi options to choose from (between uber /ola, and the cost is controlled here. Traffic is on the rise, especially in Mumbai, Bangalore and now New Delhi. Specific to taxi drivers, language will be an issue in all cities apart from Bangalore, where they do speak in English.

2. What are the biggest/most important cities to go on tour in India?

New Delhi, Mumbai, Pune, Bangalore, Kolkata. For northeast states, Shillong is also a good option.

3. What are some of your favourite venues / events to play in India?

Venues for rock, indie rock, EDM

New Delhi - Bandstand, Antisocial, Hard Rock Cafe, Roost Bistro, Summerhouse Cafe, Depot 48, Junkyard Cafe

Mumbai - Antisocial, Hard Rock Cafe, Bonobo

Pune - High Spirits

Bangalore - Humming Tree, Hard Rock Cafe, BFlat

Kolkata - Someplace Else (only rock)

Festivals

1. Weekender in Nov./Dec. in Pune, Bangalore and Shillong. It's the best independent music festival in India (3-4 stages), organised by Only Much Louder.

2. Supersonic in Dec. has moved from Goa to Pune. It is only EDM music. However, Macklemore headlined last year.

3. Sunburn in Dec. has moved from Goa to Pune. It is only EDM.

4. Magnetic Fields in Dec. in Rajasthan is specific to EDM

5. Sulafest is hosted at the vineyards of Sula in February

6. Enchanted Valley Carnival (EVC) in January in Mumbai

7. Ziro Festival of Music in Arunachal Pradesh

8. New Wave Asia, which is a series of club gigs in December in Delhi and Mumbai

There are other, smaller ones which happen, including our very own curation - Clonefest

4. What are your top tips for Canadian artists looking to tour in India?

For new/unknown artists, it's better to tie up with an agent here. Some options are Mixtape and Only Much Louder. For indie/edm/singer-songwriters, Wildcity (edm) and Krunk (edm) are good options.

5. What promotional opportunities should an international act be looking to employ when coming to India?

Use publicist and Facebook ads.

6. What would you suggest to up-and-coming artists that are interested in performing in India, in order to find their place within the market?

Tie up with a local act with a maximum draw for a slot. Generally, if the booking agent or a venue is interested, they will get this done.

7. Why would you suggested Canadian artist to invest time, energy and money in the Indian market? What is especially rewarding?

In India, bands and venues do not operate on door money; they operate on flat fees. It could be advisable to get your travel, boarding and lodging sponsored by a brand in order to buy the entire night of the venue, and then the gate money could be yours. For unknown acts, entry at the gate is as low as INR 300 - 500. People will only turn out

if they know a band.

India's voltage is different to that in Canada, operating at 220-240v, rather than 110v. For those bringing large pedal boards or amplifiers, they will require a voltage transformer. Other electrical items, such as razors and chargers, will require convertors, which can be purchased at any airport, but are often less expensive if purchased beforehand at a local store or through Amazon.

Further Initial Tips for Bands:

- Watch what you eat - stomach problems are common amongst first time travellers to India. Avoid ice, try to stay on the bottled water, and stick to fresh foods and unpeeled fruit.
- The Centers for Disease Control and Prevention suggest that, in addition to routine vaccinations, travelers to India also ensure they are vaccinated against Hepatitis A and Typhoid, due to the risks of contaminated food and water. For long trips to India, and those visiting more rural areas, travelers may also need to be vaccinated against Cholera, Hepatitis B, Malaria, Japanese Encephalitis. It is best to talk to a doctor before leaving to determine which vaccines are most suitable to your trip. More information can be found on the Centers for Disease Control website.
- Airbnb is an increasingly common option for accommodation across the globe. It can be less expensive than finding a hotel, service rural areas and offer the space for the band and crew, if applicable. Most Airbnbs are self-catered, and make sure to arrange transportation to and from if you are not traveling via car/van.

Visas

Performing in India requires a business visa, which can be obtained at an Indian Consulate. Festival organisers or other India-based team members must apply for an International Performing License at least 2 weeks before the show, for which they must also supply the musician's visa. Therefore it is advised to apply for the visa at least 3-4 weeks in advance.

4. Music Publishing in India

4.1 Trends and Development

All record labels in India also act as publishing companies; there are no independent publishers.⁴⁸

Unlike most western music markets, both the indie scenes and Bollywood industry in India are driven by sponsors. The amount of money large-scale sponsors are able to put into the market has contributed to the growth of the scene over a short period of time. Many more global companies have begun investing in the market due to its steady growth and promising potential. For rock, pop, EDM and jazz musicians, the most popular sponsors can be found among liquor and apparel/lifestyle brands such as Nike, Adidas, Vans, etc. Classical and folk music circuits are serviced by banks, private sponsors and even software and IT companies.

4.2 Sync and its Impact

While sync is a large industry in India due to its film industry, much of the opportunity is reserved for corresponding Bollywood music rather than indie artists representing various genres.

⁴⁸ Music Norway (2015)

4.3 Performing Rights Organisations (PRO)

Performing Rights Society
<p>The Indian Performing Rights Society Address: 208, Golden Chambers, New Andheri Link Road, Andheri (W), Mumbai 400 053. - With offices in Chennai, New Delhi and Kolkatta. Contact: Rakesh Nigam Email: admin@iprsltd.com Web: http://www.iprs.org/</p>

4.4 Select Music Publishers

Publishers
<p>Universal Music Publishing Address: Bandra West, Mumbai Contact: RH Chhatrapati Email: rh.chhatrapati@umusic.com Web: http://www.umusicindia.com/ and http://www.umusicpub.com/</p>
<p>Deep Emotions Publishing Address: C-7, Sector 27, NOIDA 122301 DELHI, INDIA Email: contact@deepemotions.com Web: http://www.deepemotions.com/</p>
<p>T-Series Publishing Address: Old Delhi, New Delhi Contact: Bhushan Kumar / Amit Shukla Email: amitshukla@tseries.net Web: http://www.tseries.com/publishing</p>
<p>Sony/Atv Address: 5th floor, Raheja Centre, 92, Main Avenue, Santacruz (W), Mumbai 400 054 Contact: Arjun Sankalia Email: arjun.sankalia@sonymusic.com Web: www.sonyatv.com</p>
<p>Asian Music Publishing About: In partnership with Bucks Music Group and a presence in India. Contact: Terry Mardi Web: http://asianmusicpublishing.com/</p>
<p>Fujipacific Music Address: 0/Fl., Po Wah Commercial Center, 226 Hennessy Road Contact: Jonathan Ho Email: jonathan@fujipacific-sea.com Web: http://www.fujipacific-sea.com/</p>
<p>Turnkey Music and Publishing Address: 112 Monisha Towers, 4th Cross Road, Lokhandwala Andheri (W)</p>

Mumbai - 400 053, India
Contact: Atul Churamani
Email: info@turnkeymusic.in
Web: <http://www.turnkeymusic.in/>

5. Music Promotion and Media

5.1 Radio

Because FM radio in India is primarily focused on Bollywood music and Hindi-language programming, it is advised that international independents acts, especially those producing English-language music, look to other sources to broadcast their music across the country for maximised impact. One trend is internet-based radio stations, which offer a larger variety in programming and more focused audience demographic.

Select Radio Stations

92.7 Big FM is privately owned by Anil Ambani. It reaches 45 cities and boasts an audience of 42 million listeners. Programming is varied, but spoken bits are in Hindi.
Web: 927bigfm.com

Radio City 91.1 FM broadcasts to the largest cities, including Mumbai, Delhi, Bangalore, Hyderabad and Lucknow. Programming features some English and regional independent music.
Web: www.planetradiocity.com/radiocity

94.3 Radio One is co-owned by Next Radio Ltd. and BBC Worldwide, each city's broadcasting is catered to their individual markets. Therefore, it's Mumbai station is the only one appropriate for international, English-speaking artists. In fact, Radio One is the only station in Mumbai which plays international music.

Web: www.radioone.in

Programmes:

The Micromax Megamix show is an EDM-focused programme airing Saturdays at 10pm

The Mahindra Blues Show, Sundays at 10, is hosted by Brian Tellis and is dedicated to blues music

Indigo 91.9 FM is the only channel in Bangalore and Goa that plays international music, playing both new music and classic hits.

Web: www.indigo919.in

104.8 Chennai Live is Chennai's English radio station, playing the most popular music from regional and international artists. The programming also includes debates, talk shows and interviews.

Web: www.chennailive.fm

Internet Radio

Planet Radio City covers international, English-language, and multi-genre music, and even features articles and interviews with artists.

Contact: fun@planetradiocity.com

Web: www.planetradiocity.com

BC Radio has several choices for listeners, with each station categorized to combine similar genres, from jazz/acoustic/easy listening to rock/alternative/grunge to house/trance/edm and others.

Web: www.bcradio.in

<p>Blue Frog also has an online player on which they feature artists that have played their various venues Web: www.bluefrog.co.in/frog-player-audio</p>
<p>Opus is 'India's First Internet Radio Station for International Music.' It features a variety of genres from soul to rock and funk. Contact: listening@myopusradio.com Web: www.myopusradio.com</p>
<p>Radio79 features alternative music from around the world, although recently their programming has been focused more on the domestic market. They have four stations, with a live station based out of New Delhi, and features reviews and interviews on their website. Contact: praketh.sunder@audioashram.in (programming) Web: www.radio79.com</p>
<p>Monkey Radio India is an entirely independent, non-affiliated internet radio station which also features articles and news on the underground/indie music scene on its website. Contact: monkey@monkeyradio.in Web: www.monkeyradio.in</p>

5.2 Television

MTV is primarily reserved for Bollywood music, and while Pepsi MTV Indies programmes independent, multi-genre music, it is focused on domestic artists. Most music programming on television is reserved for domestic music and is broadcast in one of the various national languages.

Select Television Channels
<p>VH1 India Web: www.vh1.in</p>
<p>9XO About: 9XO is run by 9X Media, the only of their stations which plays international music Tel.: +91-22-6601 9999 Email: info@9x0.in Web: www.9xo.in</p>

5.3 PR (Print & Digital)

Select Newspapers

Newspapers
<p>Daily News and Analysis, also referred to as DNA, is a Mumbai and Delhi-based publication which covers music news from Bollywood to international artists and independent music Web: www.dnaindia.com</p>
<p>New Indian Express is distributed as daily editions in South India, covering the cities of Bangalore, Chennai, Kochi, Thiruvananthapuram and Hyderabad. Web: www.newindianexpress.com</p>
<p>The Times of India is primary all-subjects newspaper owned by the Times Group, which also owns several other</p>

<p>publications throughout the country, including the Mirror newspapers and the Economic Times. Web: www.timesofindia.indiatimes.com</p>
<p>The Mumbai Mirror is Mumbai's all-subject daily newspaper, covering current affairs to city-wide event listings. Contact: mm.online@indiatimes.com Web: www.mumbaimirror.com</p>
<p>The Pune Mirror is Pune's all-subject daily newspaper, covering current affairs and city-wide event listings. Contact: themirrorbrand@gmail.com Web: www.punemirror.in</p>
<p>The Bangalore Mirror is Bangalore's all-subject daily newspaper, covering current affairs and city-wide event listings. Contact: bmfeedback@gmail.com Web: www.bangaloremirror.com</p>
<p>The Indian Express is an English-language daily newspaper which is based out of Mumbai. It is an all-subject paper which covers current affairs and city-wide event listings Contact: feedback@expressindia.com Web: www.indianexpress.com</p>

Select Music/Art Magazines

There are occasional features in the Indian editions of large-scale, global publications, such as GQ, Elle, Vogue and Grazia. However, the competition for securing such a feature would be reflective of their international counterparts. The best choice for music-specific publications would be to move online and source local blogs and e-magazines.

Magazines
<p>The Score Magazine India's pan-genre music magazine covering both domestic and international acts Web: www.highonscore.com Tel.: +91 9500012975 Email: contactus@highonscore.com</p>
<p>NH7.in is one of India's leading online music sources, presenting new music as well as music-focused and cultural news. Web: www.nh7.in</p>
<p>Festival Sherpa is a good source to use when hitting India's festival circuit. It is not limited to festivals and news within the country, but as it features interviews, it would be good for extra promotion while already in the area. Web: www.festivalsherpa.com</p>
<p>Rock Street Journal is a print magazine in India started as the much-needed source for rock news and promotions in the country. Their online radio station is divided by electro, metal and rock features. Web: www.rsionline.com</p>
<p>Homegrown focuses on alternative culture at both national and global levels, featuring music-related news and specially-created playlists. Web: www.homegrown.co.in</p>
<p>Time Out is known around the world for its editions in cities such as London and New York. While no longer in print, its online edition still covers cultural news and local arts events alongside other features. Web: www.timeoutmumbai.net</p>
<p>Radio and music is mainly focused on Bollywood and Hindi music, but they do feature occasional international</p>

artists and independent music.

Web: www.radioandmusic.com

What's the Scene is a music-centered site listing events and gigs throughout India with most content focused on independent, non-Bollywood music. It features reviews, interviews, music news and gig listings and would be a good one-stop source of promotion for a tour.

Web: www.whatsthescene.com

The Record was launched in 1998 and covers domestic and international music at both indie and mainstream, Top 40 levels.

Web: www.therecordmag.com

Email: info@therecordmag.com

Select Publicists and Agencies

PR Companies

Little Big Noise

About: Little Big Noise is one of India's only Music based PR companies.

Address: Mumbai, India

Contact: Neysa

Email: neysa@littlebignoise.in

Tel.: +91 98213 36963

Web: <http://littlebignoise.in/>

Wizspk

Address: Fun Republic Cinema Lane, Off Veera Desai Road, Andheri (West), Mumbai, 400053, India.

Email: wizspkpr@wizspk.com

Tel.: + (91) 9967979506

Web: <http://wizspk.com/>

Percept Communications

Media/Entertainment communications agency

Address: P-2, Level 4, Raghuvanshi Estate, 11/12 SB Marg, Lower Parel (West), Mumbai - 400013, INDIA.

Email: corporatecommunications@perceptindia.in

Tel.: +91-22-3044 8400

Web: <http://www.perceptindia.in/>

Indianuance

About: The PR wing of Indianuance helps get you pointed coverage for your events.

Contact: Aishwarya Natarajan

Web: <http://www.indianuance.com/>

Perfect Relations

About: PR company that promote various things including music, however it is not their sole interest.

Tel.: +91-11-49998999

Web: <http://www.perfectrelations.com/>

Hardly Anonymous

About: Hardly Anonymous is a PR and communications agency pushing the boundaries of what PR can do by presenting fresh ideas, edgy content and daring individuals.

Tel.: +91 99300 63960

Email: abhishek@hardlyanonymous.in

Web: www.facebook.com/HardlyAnonymousCommunications

GATECRASH

About: GATECRASH is a consulting agency specialized in touring international bands in India, curating Indian and

international acts for Festivals and events and managing music-related projects.

Tel.: +91 98 33 71 86 42

Contact: Emmanuelle De Decker

Email: emma@gatecrash.in

Web: www.gatecrash.in

6. Business and Showcase Events

6.1 Select Showcases and Conferences

Trade shows / conferences

The Exchange

About: India's globally renowned and highly reputed pro sound, music and light trade fair.

Address: 530, Laxmi Plaza, 5th Floor,
Laxmi Industrial Estate, New Link Road,
Andheri (W), Mumbai - 400 053.

Contact: Ramesh Chetwani

Email: rchetwani@palmexpo.in

Web: <http://theexchange.in/>

EARS

About: EARS features three tracks – film, music and performing arts with an overall strand of digital connecting them.

Address: Mumbai Assembly 16, St Veronica Rd, Ranwar, Bandra West, Mumbai, Maharashtra 400050, India

Contact: Preeti Gaonkar

Email: gaonkar.preeti@gmail.com

Web: <http://ears.asia/mumbai-2017/>

India Music Week Conference

About: The festival is the brainchild of the late Amit Saigal, the founder of Rock Street Journal, as a response to the need to consolidate the Indian independent music industry through a sustainable platform interacting with the global marketplace.

Address: 86/1, Third Building, Ground Floor
Shahpur Jat, New Delhi 110049

Contact: Anirban Chakraborty

Tel.: (91 11) 2649 7944, 4610 1674

Email: indiamusicweek@gmail.com

Web: <http://www.indiamusicweek.com/>

Palm Expo

About: Global exhibitors from USA, UK, China and India, mainly focusing on products.

Address: Mumbai 400 063. India

Tel.: +91 22 668 14900

Contact: Ramesh Chetwani

Email: rchetwani@palmexpo.in

Web: <http://www.palmexpo.in/>

The Coalition

About: The Coalition was formed as a creative boot camp for individuals who wanted to transform their ideas into businesses within the creative industries from all over the world.

Address: 143, First Floor, Shahpur Jat, Siri Fort, New Delhi, Delhi 110049, India

Contact: Laura Quinn

Email: LAURA.QUINN@DOONETHING.IN

Web: <http://thecoalition.in/>

India Nightlife Convention Awards

About: The convention encompassed several forums & seminars that were conducted in the presence of various national & international speakers.

The convention was hosted and attended by some of the most influential entrepreneurs that belong to the nightlife industry.

Address: 102, 1st Floor, Marigold Apts,

Opp. Oshiwara Police Stn,

Andheri West, Mumbai - 53

Contact: Aman Anand

Email: presse@clubcommission.de

Tel.: + 91 9820323835

Web: <http://indiabarinc.com/inca/>

7. Additional Tools and Resources

Visas

India operates on an E-VISA system, where Canadian must apply online at least 5 days before they arrive (excluding weekends) and will receive a stamp upon arrival. This system is applicable to tourism, business, medical and family visit trips. The visa allows double-entry and is valid for 60 days. The visa costs US\$ 50 to apply, but additional fees may be incurred upon arrival.

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