

#WorldMusicDay

hungama Music
PRESENTS
indi
Challenge Accepted
**WORLD
MUSIC DAY**
DRIVEN BY
Kawasaki

AT
Hard Rock
CAFE

Second Edition Post Show Report

Table of Content

<i>An Overview.....</i>	<i>Pg 2</i>
<i>Line-up and Concept.....</i>	<i>Pg 4-7</i>
<i>Event Highlights</i>	<i>Pg 8</i>
<i>Event Demographics.....</i>	<i>Pg9-10</i>
<i>Event Turnout.....</i>	<i>Pg11-12</i>
<i>Event marketing and Promotions.....</i>	<i>Pg12-34</i>
• <i>Social Media Promotions.....</i>	<i>Pg 14-25</i>
• <i>Print Media, Outdoor, TV, Radio, Cinema Screens & Multiplex Promotions.....</i>	<i>Pg26-32</i>
• <i>Venue Branding.....</i>	<i>Pg33-34</i>
<i>PR Coverage.....</i>	<i>Pg35-41</i>
<i>Sponsors Case Studies.....</i>	<i>Pg42-49</i>
<i>Partners & Alliances.....</i>	<i>Pg50-51</i>
<i>What Next?.....</i>	<i>Pg52-54</i>

Overview

Taking true World Music Day Celebration to the next level



Unbelievable Turnout
at HRC Pune



Star-studded Lineup



Fans Queued Up to
Enter HRC New Delhi

*“WorldMusicDay (a property of Artistaloud.com) A heady mix of music, drinks, gourmet food, fashion and much more at the **Hard Rock Café** was a huge success and sold out event once again! More than 5000 fans were seen dancing away to the true spirit of #WorldMusicDay. Situated at India’s iconic music themed restaurant chain the dazzling Hard Rock Cafés across the country, eagerly awaited World Music Day went several notches higher in its 2nd edition this year! **Indi.com** launched its **World Music Day exclusive challenges** at the fest, Lucky Winners of “Indi singing sensation challenge” & “You Know You Rock Hard Challenge” got chance to share the stage with the headlining acts in their respective cities while **Kawasaki motors** displayed their new swanky Z-800 & ER6N at HRCs across India. **Bisleri POP** was busy serving its new flavours to the attendees. Meanwhile it was real Hungama for some Music fans as they were chanting the new **Hungama jingle Hungama Hone Do!!** Festival headliners Viz; DJ Chetas, Lost Stories, Amit Trivedi Live, Indian Ocean, Benny Dayal Live, Euphoria, Parikrama, Zaeden and Anish Sood got the Crowd dancing to their tunes with their energetic performance at the dazzling 7 Hard Rock Café venues in 6 metros of India”*

The Line Up & Concept

WORLD MUSIC DAY

The logo for World Music Day features the words 'WORLD' and 'MUSIC DAY' stacked vertically. The letters are filled with a vibrant, multi-colored gradient. A violin is positioned in the center, overlapping the letters 'O' and 'I' in 'WORLD' and 'S' and 'I' in 'MUSIC'. The background of the entire image is a dark, bokeh-filled scene with colorful light spots and rays, suggesting a concert or festival atmosphere.

The World Music Day is a very special day for musicians and music lovers, all across the Globe. It's a day when the world stops and stands still to support music all at once.

For Hungama Artist Aloud, it is a day that re-enforces why we do what we do within the independent music space for artists, no matter what the genre, language, origin or style may be.

In its second edition The event promises to bring together musicians and music lovers all across India, with 7 spectacular musical experiences [across Top 6 metros of India](#) at one & the only music themed restaurants chain Hard Rock Café

[Renowned Singers, Musicians & bands](#) known for their unique use of fusional sounds and tunes will take charge of the Hard Rock Café Stage in each city to remind all of us of the true power of music.





1 DAY MUSIC

Celebration

7 HARD ROCK CAFE
Venues

6000+

Youth Audience

10 HEADLINING

Celebs Artists

6 TOP
metros

40 PERFORMING
Artist

15 GENRES
music

14 OPENING ACTS

Selected By Talent Hunt

PAN INDIA MEDIA COVERAGE

The Line-up

This year's artist line-up befitted a true 'World Music Day celebration' with the freshest acts – a mix of nationwide and internationally celebrated artists

Andheri, Mumbai DJ Chetas

Andheri, Mumbai Lost Stories

Andheri, Mumbai Luke Kenny

Hyderabad Zaeden

Gurgaon Parikrama @ 25

New Delhi Euphoria

Worli, Mumbai Indian Ocean

Bangalore Benny Dayal

Hyderabad Anish Sood

Worli, Mumbai Indiva

Pune Divya Kumar

Pune Jonita Gandhi

Pune Amit Trivedi Live

Highlights

- *Hard Rock Café's* **most buzzed about** event so far
- **Parikrama** Celebrated **25 years** of Rock & Roll Fame!
- **Euphoria** Announced their **Brand New Single 'Halla Bol'** and sung it **LIVE** in Delhi for the very **1st Time**
- For the first time **Hungama Music** did Live streaming of the **5 concerts** simultaneously at the same time
- Consumer engagement via **Indi challenges**
- More than **3,000+ followers** were added to Artist Aloud Twitter handle & A total of **6,65,000+ impressions** were reached during the World Music Day promotions on Artist Aloud Twitter handle during the World Music Day promotions for one month
- Official **'Bollywood On Facebook'** shared World Music Day posts on their Page
- Enormous **Media & PR coverage**

— EVENT —

DEMOGRAPHICS

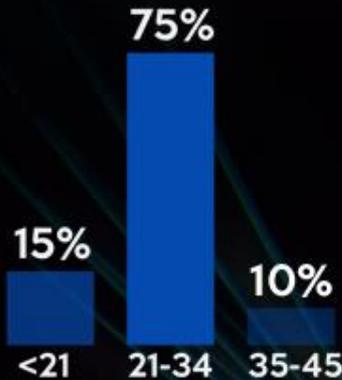


55%
MALE



45%
FEMALE

AGE



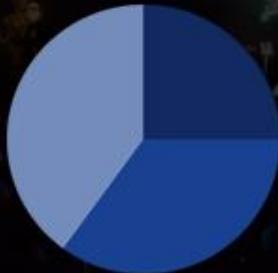
TERRITORIES



New Delhi
Gurgaon
Mumbai
Pune
Hyderabad
Bangalore

INCOME

HIGH DISPOSABLE



0-50k	25%
50-100k	35%
100k and Above	40%

EDUCATION

Post Grad	41%
College	50%
Grad School	9%

The Turnout

For the first time Hard Rock café venues across India saw unbelievable turnout comprising of over 650+ Fans per venue. At some places such as HRC New Delhi and Pune walk-ins fans had to wait long in the Que to enter, while Mumbai – Andheri and Worli venues were pack house despite of heavy rains

HRC New Delhi



HRC Andheri



HRC Pune



HRC Worli



Event Marketing & Promotions

Social Media Promotions

Artist's Social Media Promotions

This Year's Event Saw an aggressive promotions from Line up artists like never before

Jonita Gandhi
33 mins • 🌐

Hard Rock Cafe Pune, Here we come!

AMIT TRIVEDI LIVE

ALSO FEAT.

JONITA GANDHI

DIVYA KUMAR

19 June, 7:30 pm

Hard Rock CAFE PUNE

👍❤️👏 173 10 Comments 3 Shares

Like Comment Share

DJ CHETAS with Priyanka Ram and 9 others.
8 mins • Facebook Mentions • 🌐

Really excited for this one! See you this #WorldMusicDay

BDM VS EDM

DJ CHETAS

LOST STORIES

@ HARD ROCK CAFE - ANDHERI | 19TH JUNE, 7:30 PM

👍❤️👏 300 7 Comments 2 Shares

Like Comment Share

Amit Trivedi with ArtistAloud.com.
56 mins • 🌐

#ItsAmitTrivediLive #HardRockCafe #Pune #19thJune2016 #WorldMusicDay #ArtistAloud

19 June, 7:30 pm

AMIT TRIVEDI LIVE

HARD ROCK CAFE - PUNE

👍❤️👏 352 10 Comments 7 Shares

Like Comment Share

Benny Dayal
24 mins • 🌐

Bengaluru, Don't wait till #iifa2016, Catch me LIVE on 19th June, 7:30 pm onward @HardRockCafe, Bangalore.. #WorldMusicDay - a Property by ArtistAloud.com!
Tickets: <http://bit.ly/WMD-BLR>

Live in **BANGALORE**

media.giphy.com

👍❤️👏 157 5 Comments 2 Shares

Like Comment Share

Zaeden
40 mins • Facebook Mentions • 🌐

Catch me live at Indi World Music Day on 19th June @ Hard Rock Cafe, Hyderabad.

#WorldMusicDay

19 June, 7:30 pm

ZAEDEN

HARD ROCK CAFE - HYDERABAD

👍❤️👏 237 5 Comments 1 Share

Like Comment Share

Euphoria
1 hr • 🌐

#Delhi! We are coming to rock with you on Sunday 19th June 2016 @ Hard Rock Café - DLF Saket. Join us as we celebrate #WorldMusicDay Tickets here <http://bit.ly/WMD-Delhi>

19 June, 7:30 pm

euphoria

HARD ROCK CAFE - NEW DELHI

👍❤️👏 51 4 Shares

Like Comment Share

parikrama with Subir Malik III and 7 others.
1 hr • 🌐

#Gurgaon , Join us to celebrate , 25 years of our journey , on #WorldMusicDay @hard rock Cafe (cyber hub , gurgaon) . Limited tickets left , book yours Asap - <http://bit.ly/WMD-Gurgaon>

#parikrama25 #hardrockcafegurgaon #parikrama

19 June, 7:30 pm

PARIKRAMA @ 25

HARD ROCK CAFE - GURGAON

👍❤️👏 You and 16 others

Like Comment Share

Anish Sood
Sponsored • 🌐

Final set of dates before I take a few months off to focus on new music!

JUNE 19	MADRAS BAR	NEW DELHI
JUNE 17	MADRAS BAR	MUMBAI
JUNE 18	SAB JHAO SHUFFLE	BOM
JUNE 19	HARD ROCK CAFE	HYDERABAD
JUNE 24	HAAS SPOTLES	PUNE
JUNE 25	HIGH ULTRA LOUNGE	BENGALURU
JUNE 28	LOUNGE	MUMBAI
JULY 22	TONGROWLAND UNITE	HYDERABAD

👍❤️👏 Sarthack Sardana and 960 others 12 Comments 3 Shares

Like Comment Share

WMD Promo Gone Viral

World Music Day 2016 official promo went viral on YouTube with over 20 K views & 12k on Facebook & 4k views on Instagram

ArtistAloud.com
Published by Ankit Mota [?] · May 25 ·

10 Headlining Acts, 6 Cities , 7 Hard Rock Cafes
This year's #WorldMusicDay promises to give you an amazing & thrilling Musical Experience! Watch the Official Promo now for Full Line Up!
Grab your Tickets & save 30% : Rs.1000 onwards* (Rs.500 Cover Charge Inclusive) : <http://bit.ly/WorldMusicDay-Tickets>



88,632 people reached Boost Post

11K Views

Like Comment Share

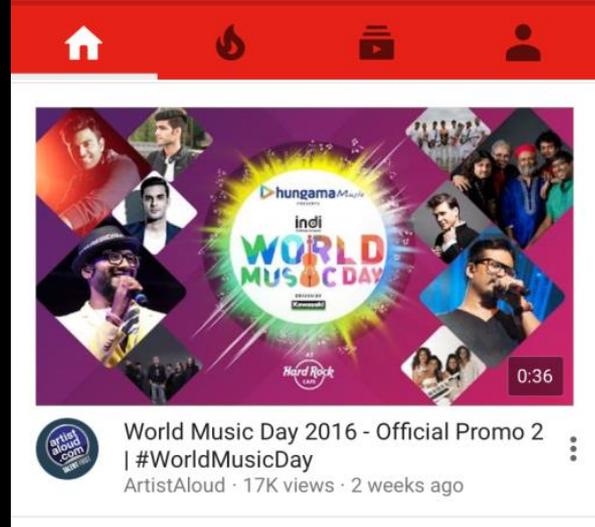
Sengodan Ramasamy, Chahat Arora and 93 others · Top Comments

31 shares 13 Comments



World Music Day 2016 - Official Promo 2 | #WorldMusicDay
17,216 views
6 likes 0 comments

ArtistAloud
9,750 subscribers Subscribe



World Music Day 2016 - Official Promo 2 | #WorldMusicDay
ArtistAloud · 17K views · 2 weeks ago



World Music Day 2016 - Official Promo 2 | #WorldMusicDay
ArtistAloud.com
24 likes
3,369 views

Musical Experience! Watch the Official Promo now for Full Line Up!

Grab your Tickets & save 30% : Rs.1000 onwards* (Rs.500 Cover Charge Inclusive) : <http://bit.ly/WorldMusicDay-Tickets>

Add a comment...

Facebook Geo Targeted Call To Action Ad Campaign & Artist Targeted Boost Posts

A heavy amount of budget was spent on CTA Ads on Facebook, which saw an immense response in terms of ticket sale

ArtistAloud.com
Written by Artist Aloud [?] · June 3 ·

10 Headlining Acts, 6 Cities , 7 Hard Rock Cafes
This year's #WorldMusicDay promises to give you a thrilling Musical Experience! Grab your Tickets & save 30% : Rs.1000 onwards* (Rs.500 Cover Inclusive)



19 June, 7.30 pm
AMIT TRIVEDI LIVE
HARD ROCK CAFE - PUNE

Amit Trivedi LIVE Book Now



19 June, 7.30 pm
INDIAN OCEAN
HARD ROCK CAFE - PUNE

Indian Ocean & INDIVA Book Now

302,439 people reached Boost Unavailable

Like Comment Share

Pilakadan Sidhiq, Vidyullatha Attada and 188 others Top Comments

1 share 3 Comments

ArtistAloud.com with Jonita Gandhi and 2 others.
Published by Artist Aloud [?] · June 9 ·

Catch Amit Trivedi LIVE feat. Jonita Gandhi & Divya Kumar celebrating #WorldMusicDay at Hard Rock Cafe India - #Pune
Book your Tickets NOW : bit.ly/WMD-Pune



AMIT TRIVEDI LIVE

ALSO FEAT.

JONITA GANDHI

DIVYA KUMAR

19 June, 7.30 pm
Hard Rock CAFE PUNE

15,038 people reached Boost Post

Like Comment Share

Sudipto Narayan, Chirag Gada and 1.2K others Top Comments

1 share 5 Comments

ArtistAloud.com
Published by Artist Aloud [?] · June 11 ·

#Mumbai : Calling you all!
It's EDM vs BDM @ Hard Rock Cafe India - #Mumbai on 19th June. DJ CHETAS & Lost Stories has some BIG SURPRISES for all of you!
Book Your Tickets Now : bit.ly/WMD-Andheri



BDM VS EDM

CHETAS **LOST STORIES**

@HARD ROCK CAFE - ANDHERI | 19TH JUNE, 7.30 PM

21,093 people reached Boost Post

Like Comment Share

Prem Godage, Kunal Gupta and 1.9K others Top Comments

15 shares 12 Comments



19 June, 7.30 pm
euphoria
HARD ROCK CAFE - NEW DELHI

Euphoria Book Now

134,419 people reached Boost Post

Like Comment Share

Ajay Yadav, Anil Rajput and 104 others Top Comments

Write a comment...

Total Reach	Organic Reach	Paid Reach	Total Impressions	Organic Impressions	Paid Impressions	Total Link Clicks
749170	519466	2,29,704	10,71,020	8,03,205	2,67,815	3541

Facebook promotions

Bollywood On Facebook (Verified Page) Promotes World Music Day (Strength of more than 6 million+ Fans)

 **Bollywood on Facebook** shared ArtistAloud.com's video.
June 14 at 5:10pm · 🌐

WorldMusicDay is around the corner on 19th June. ArtistAloud.com is bringing some of the best in the music industry to perform. Check out !



3,210 Views

ArtistAloud.com
June 12 · Dombivli · 🌐

#Pune. Get ready for the Biggest Night you might have ever witnessed!
Amit Trivedi , Jonita Gandhi & Divya Kumar have got Biggest surprises for you on 19th June for #WorldMusicDay. Watch now.

👍 Like 💬 Comment ➦ Share

👤 137 Top Comments

Write a comment...

View all 6 comments

 **Bollywood on Facebook** shared ArtistAloud.com's video.
June 14 at 5:10pm · 🌐

WorldMusicDay is around the corner on 19th June. ArtistAloud.com is bringing some of the best in the music industry to perform. Check out !



857 Views

ArtistAloud.com
June 10 · 🌐

11 Headlining Acts, 6 Cities, 7 Hard Rock Cafes.
This year's #WorldMusicDay promises to give you an amazing & thrilling Musical Experience!
Watch the Official Promo now for Full Line Up!
Grab your Tickets ▶ <http://bit.ly/WMD-Tix>

👍 Like 💬 Comment ➦ Share

👤 44 Top Comments

 **Bollywood on Facebook** shared ArtistAloud.com's video.
June 14 at 5:11pm · 🌐

WorldMusicDay is around the corner on 19th June. ArtistAloud.com is bringing some of the best in the music industry to perform. Check out !



887 Views

ArtistAloud.com
June 11 · 🌐

The Pioneers of Fusion Rock Genre in #India & The very influential band with their beautiful Music - Indian Ocean has something special to say for #WorldMusicDay. Grab Your Tickets Now : bit.ly/WMD-Worli

👍 Like 💬 Comment ➦ Share

👤 79 Top Comments

Facebook & Twitter **LIVE** on World Music Day Concerts

ArtistAloud.com was live.
Published by Jesse Julka [?] · June 19 at 9:46pm · 🌐

Benny Dayal Live



ArtistAloud.com was live.
Published by Jesse Julka [?] · June 19 at 9:51pm · 🌐

Let's Nacho



ArtistAloud.com @ArtistAloud · Jun 19
.@indioceanband and @Indivamusic together. #WorldMusicDay @HRCIndia @Indi_in_India @HunterTowland



Boost Post

Share

Top Comments

8 Comments

8 Retweets

10 Likes

ArtistAloud.com @ArtistAloud · Jun 19
@euphoriatweets is now LIVE at @HRCIndia for #WorldMusicDay.



0:03 / 0:21

6 Retweets

6 Likes

ArtistAloud.com @ArtistAloud · Jun 19
We will leave this to you for captions. #Pune @HRCIndia #WorldMusicDay @itsamitrivedi



Twitter Promotions

An aggressive promotional campaign was run on Twitter coupled with trending and Influencer activities

#WMDLineUp #WorldMusicDayLineUp #IndiChallengeAccepted #WorldMusicDayOffer
#3DaysForWorldMusicDay #2DaysForWorldMusicDay #1DayForWorldMusicDay #AskYourArtist

Mumbai Trends · Change

- #Wind4
Trending for 2 hours now
- #TheRoyalsOnInfinity
Trending for 2 hours now
- #TongueTwister
Trending for 2 hours now
- #WantingWanting
Trending for 2 hours now
- #WMDLineUp
Trending for 2 hours now
- Amit Shah
Just started trending
- Ashish Nehra
Trending for 2 hours now
- Kerala Governor
Started trending in the last hour
- S-Cross
Trending for 2 hours now
- Delhi's BJP HQs
207 Tweets

India Trends · Change

- #DaruOnTheHouse
Trending for 4 hours now
- #MyDreadfulTale
Just started trending
- #भेरा_देश_बदल_रहा_है
20.1K Tweets
- #SULTANeraBeginsTomorrow
Just started trending
- #WorldMusicDayLineUp
Just started trending
- Zimbabwe
10.2K Tweets
- Louis van Gaal
131K Tweets
- पश्चिम बंगाल
Just started trending
- Libya
15.2K Tweets
- Building Infrastructure
Just started trending

India Trends · Change

- #OnePlus3Launch
@VHetal, @trendinaliaIN and 3 more are Tweeting about this
- #DearSmriti
@trendinaliaIN, @TrendsMumbai and 1 more are Tweeting about this
- #KejriwallinsultsPresident
@TrendsmapIndia is Tweeting about this
- #TumHoTohLagtaHai
@trendinaliaIN, @prasannaguitar1 and 3 more are Tweeting about this
- #WorldMusicDayOffer
@piyushpuri12 and @BuzzingTracks are Tweeting about this
- 8DAYS FOR THALAPATHY DAY
17.7K Tweets
- BSES
Started trending in the last hour
- South Korea 2-1
Just started trending
- Telecom Minister
Just started trending
- Vanuatu
Started trending in the last hour

Trends · Change

- #ENGWAL
@trendinaliaIN, @mihirjoshimusic and 2 more are Tweeting about this
- #RedHotLook
@trendinaliaIN, @TrendsmapIndia and 3 more are Tweeting about this
- #NeruppuDaTeaser
@trendinaliaIN, @TrendsMumbai and 2 more are Tweeting about this
- #3DaysForWorldMusicDay
@BabuBeg is Tweeting about this
- #WhoLeakedUdta
@trendinaliaIN, @TrendsMumbai and 1 more are Tweeting about this
- Sayyeshaa In Shivaay
16.2K Tweets
- #PradhanSevakModi
@trendinaliaIN, @TrendsmapIndia and 1 more are Tweeting about this
- #GreatGrandMastiTrailer
@BabuBeg is Tweeting about this
- #ChhuLiya
@trendinaliaIN, @BuzzingTracks and 5 more are Tweeting about this
- #DecliningHinduStats
@TrendsMumbai and @TrendsmapIndia are Tweeting about this

54 Trendsmap Mumbai @TrendsMumbai · 2h

#wmdl lineup is now trending in #Mumbai

Twitter Trends in Mumbai, India - Trendsmap
Latest Mumbai, India Twitter trends, people, videos, images, and links
trendsmap.com

Mathew Dsouza and 25 others follow

Trendsmap India @TrendsmapIndia · 16h

#worldmusicdaylineup is now trending in India trendsmap.com/in

Twitter Handle Analytics -WMD'16

Your Tweets earned **664.5K impressions** over this **54 day period**



LIKES
4.7K



On average, you earned **87 likes per day**

REPLIES
3.2K



On average, you earned **59 replies per day**

- Campaign Reach : **1,88,30,000**
- Campaign Impressions : **2,75,87,000**
- #Hashtag Reach : **1,91,45,000**
- #Hashtag Impressions : **2,69,22,000**
- Handle Impressions : **6,65,000+**
- Total Link Clicks : **511**
- Total Video Views : **2,000**
- Minutes Watched : **582**
- Total Followers Gained : **3,000+**
- Total Users Tweeted : **10,000 +**

Engagements

Showing 54 days with daily frequency

ENGAGEMENT RATE
1.6%



LINK CLICKS
511



On average, you earned **9 link clicks per day**

#AskYourArtist – Live Q&A with Artists – a trending Activity on Twitter

Trends · [Change](#)

#UdtaKamalNath
@trendinaliaN, @TrendsMumbai and 1 more are Tweeting about this

#NewsThatMatters
@trendinaliaN, @Potterhead_Mee and 3 more are Tweeting about this

#IshratStingsModi
@trendinaliaN and @TrendsmapIndia are Tweeting about this

#StylishMe
@trendinaliaN, @Potterhead_Mee and 4 more are Tweeting about this

#All4PaulWithPIX
@trendinaliaN, @BabuBeg and 3 more are Tweeting about this

Sanand

#SauTarahKe
4,381 Tweets

#UdtaPunjabToFlyTomorrow
@TrendsMumbai and @TrendsmapIndia are Tweeting about this

#AskYourArtist
@Dj_Chetas, @Indi_in_India and 7 more are Tweeting about this

#ComingSoonMSGapparels
@trendinaliaN and @TrendsmapIndia are Tweeting about this

 **70 Anish Sood** @anishsood

Make sure you wear comfortable shoes cause @ZaedenMusic and I have some serious action planned!

58 ArtistAloud.com @ArtistAloud
@anishsood #AskYourArtist Your message to the #Hyderabad people turning for World Music Day this Sunday?

RETWEETS 4 LIKES 7

11:55 AM - 17 Jun 2016

58 ArtistAloud.com @ArtistAloud · Jun 16
@Dj_Chetas With the BDM scene already spreading like a fire, What are you future plans about BDM? #AskYourArtist

 **54 DJ Chetas** @Dj_Chetas

@ArtistAloud I want to recreate a lot of old music and present it with a taste of BDM! I love our old Bollywood Melodies!

RETWEETS 2 LIKES 5

5:51 PM - 16 Jun 2016

58 ArtistAloud.com @ArtistAloud · Jun 16
@indianoceanband What can the people of #Mumbai expect this #WorldMusicDay at #HRCIndia? #AskYourArtist

 **48 indian ocean** @indianoceanband

@ArtistAloud @HRCIndia we are debuting a new song live "is tan dhan Ki" st kabir's words this is the one we made with Vikkuji

RETWEET 1

4:54 PM - 16 Jun 2016

58 ArtistAloud.com @ArtistAloud · Jun 16
@Benny_Dayal You've worked with almost every artist in industry, tell us that one artist whom you really loved working with? #AskYourArtist

 **61 Benny Dayal** @Benny_Dayal

@ArtistAloud I'd definitely say that all the Artists I worked with r so talented and blessed and I'm blessed too

RETWEET 1

4:16 PM - 16 Jun 2016

 **39 Gausalya Nadarajan** @gausalyan · Jun 16
What is your favorite Tamil song ? 😊 @Benny_Dayal @ArtistAloud
#AskYourArtist #WorldMusicDay

2 LIKES

22 Sherary Gayathiri Ka @SheraryGayathiri · Jun 16
@ArtistAloud @Benny_Dayal #WorldMusicDay #AskYourArtist are u nervous when u become married after this?

1 LIKE

ik 3electronica and 14 others follow

Ronnie @RonnieTheWalker · Jun 16
eLostStories Do you find Indian clubbers in general, receptive enough to rent sounds you wish to play at times. #AskYourArtist

Instagram – Artist Posts (Q&A Announcement)

PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
LOST STORIES
for #WorldMusicDay
[/TheLostStories](#)

 ArtistAalaad



PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
OLD CRETAS
for #WorldMusicDay
[/Dj_Chetas](#)

 ArtistAalaad



PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
Indian Ocean
for #WorldMusicDay
[/IndianOceanBand](#)

 ArtistAalaad



PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
Benny Dayal
for #WorldMusicDay
[/Benny_Dayal](#)

 ArtistAalaad



PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
Jonita Gandhi
for #WorldMusicDay
[/JonitaMusic](#)

 ArtistAalaad



PROPERTY OF  #AskYourArtist

Dhungama Music
Indi
WORLD MUSIC DAY
LIVE Q&A

Live Q&A with
Parikrama @ 25
for #WorldMusicDay
[/Parikrama](#)

 ArtistAalaad



**Print Media, Outdoor, TV,
Radio, Cinema Screens &
Multiplex Promotions**

Print Media

Paid Advertorial in HT café - Mumbai, Delhi & Gurgaon. Advertisement in Hyderabad Times

Court dubs Gulbarg massacre 'darkest day, gives life term'

Walk-In
for assured jobs in leading private banks
Salary upto 3 Lakhs

Eligibility Criteria: Less than 30 years of age
B.Tech/B.E. in any branch of Engineering
Successful candidates to undergo a paid training program with TCS.

15th & 16th June 2016
Venue: TCS Recruitment Office, 10th Floor, 100 Feet Road, Hyderabad. Phone: 900 000 000

ZAEDEN
BIGGEST EDM NIGHT EVER

Make-up essentials to use this season

WORLD MUSIC DAY
Sunday 19.06.2016
7:30 PM Onwards
At **Hard Rock**

At Hard Rock Cafe, Hyderabad. C.V.S. Road, Sec-15, Indira Nagar, Hyderabad. Ticket: Book by eventbrite.com

CELEBRATING MUSIC ACROSS THE COUNTRY

The World Music Day 2016 driven by Kawasaki will be a one-of-its kind event. It will be celebrated on Sunday (June 19), simultaneously, at seven outlets of Hard Rock Cafe.

This year's artist line-up includes a mix of Indian and international musicians. Aficionados in Mumbai will be treated to the extravaganza at two venues of Hard Rock Cafe. Fans of Bollywood music and EDM music can enjoy a mash-up by DJ Chetas, Lost Stories and Luke Kenry at Hard Rock Cafe, Andheri (W). Fans of indie music can enjoy tunes of Indian Ocean and international cuisines, glamour and fashions at the Hard Rock Cafe outlets in Mumbai, from 7:30pm. You can buy tickets at in-bookmyshow.com/concerts/world-music-day

HTC

Indian Ocean (above), DJ Chetas (top) and Lost Stories (right)

LIFESTYLE htcity 11
Entertainment & Promotional Features

Celebrate this World Music Day with Euphoria

EVENT
Delhiites get ready to groove with none other than Euphoria, at Hard Rock Cafe, this World Music Day at the Hungama Music Presents Indi World Music Day 2016 driven by Kawasaki.

An event organised by Artistaloud.com will see 11 headlining acts, over 40 performing artists, more than 15 genres spread across India's top 6 metros will be a one-of-its kind music festival that will be celebrated on Sunday, June 19, simultaneously in six cities and seven venues of Hard Rock Cafe across India.

In Delhi, Euphoria, which has given hits, such as Dhoom Pichak Dhoom, Mawri, and Anna Meri Gully will perform from 7:30pm, this Sunday. "We, at Artist Aloud, are very excited to put together this special World Music Day celebration across seven venues of Hard Rock Cafe simultaneously on one day across six cities. We are grateful to our sponsors, partners and most of all the artists who have helped us make this so big. We hope to get bigger next year and aim to continue the celebration of music through World Music Day in pure Artist Aloud style — multi artists, multi genres and multi languages," says Soumini Srithara Paul, VP Hungama Digital Media Ent Pvt Ltd. Music lovers can expect good music, food and drinks at Hard Rock Cafe, DLF Saket, New Delhi.

Grab your tickets at <https://in.bookmyshow.com/concerts/world-music-day>
HTC

Id Mubarak

Raymond Sale

Till 10 July

Wedding & formal Collection

Pure Cotton, Linen, Silk, Wool & blended fabrics
Exports & Surplus stock Extra fine fabric below 6 mtrs.
For Shirts, Trousers Jackets, Suits & Ethnic Wear
Special offer SHIRT PIECE RS. 250/- & PANT PIECE RS. 290/- & Readymades

SUIT • BLAZER • SHIRT • TROUSER • T-SHIRT
Garwal Bhawan, Opp. Metro Pillar 44 (Near Jhandewalan, Gole Chkkr.)

WAZIRPUR
E-366, Nirman Vihar, Opp. V3S Mall, Opp. Metro Pillar No. 86

JANAKPURI
B-1/2, Main Najafgarh Road Opp. Metro Pillar 543, Adj. Umang Palace

NOIDA
Nirula's Sec-2, C-135 Near Metro Station, Sec-15, Noida, UP

LAJPAT NAGAR
By Economy Rate: 238212

LIFESTYLE htcity 15
Entertainment & Promotional Features

Gurgaon, come celebrate World Music Day with Parikrama

EVENT
All music lovers in Gurgaon get ready to groove with none other than Parikrama, at Hard Rock Cafe, this World Music Day at the Hungama Music Presents Indi World Music Day 2016, driven by Kawasaki.

An event organised by Artistaloud.com will see 11 headlining acts, over 40 performing artists, more than 15 genres spread across India's top six metros. This one-of-its kind music festival will be celebrated on Sunday, June 19, simultaneously in six cities and seven venues of Hard Rock Cafe across India.

In Gurgaon, Parikrama, the band that is also celebrating 25 years in the rock music industry will perform from 7:30pm making it a memorable gig for everyone.

"We, at Artist Aloud, are very excited to put together this special World Music Day celebration across seven venues of Hard Rock Cafe simultaneously on one day across six cities. We are grateful to our sponsors, partners and most of all the artists who have helped us make this so big. We hope to get bigger next year and aim to continue the celebration of music through World Music Day in pure Artist Aloud style — multi artists, multi genres and multi languages," says Soumini Srithara Paul, VP Hungama Digital Media Ent Pvt Ltd. Music lovers can expect good music, food and drinks at Hard Rock Cafe, Cyber Hub, Gurgaon.

Grab your tickets at <https://in.bookmyshow.com/concerts/world-music-day>
HTC

Id Mubarak

Raymond Sale

Till 10 July

Wedding & formal Collection

Pure Cotton, Linen, Silk, Wool & blended fabrics
Exports & Surplus stock Extra fine fabric below 6 mtrs.
For Shirts, Trousers Jackets, Suits & Ethnic Wear
Special offer SHIRT PIECE RS. 250/- & PANT PIECE RS. 290/- & Readymades

SUIT • BLAZER • SHIRT • TROUSER • T-SHIRT
Garwal Bhawan, Opp. Metro Pillar 44 (Near Jhandewalan, Gole Chkkr.)

WAZIRPUR
E-366, Nirman Vihar, Opp. V3S Mall, Opp. Metro Pillar No. 86

JANAKPURI
B-1/2, Main Najafgarh Road Opp. Metro Pillar 543, Adj. Umang Palace

NOIDA
Nirula's Sec-2, C-135 Near Metro Station, Sec-15, Noida, UP

LAJPAT NAGAR
By Economy Rate: 238212

Outdoor Media

A good mix of Hoardings, Billboards and Moving Vehicle Branding in Mumbai, Bangalore and Gurgaon



Television & Radio promotions



- 9xm Astons (10/Day/20 Sec each) on Singing Sensation Challenge + FB Post + Twitter contest
- 9xm Astons (8 /day - 20 seconds - 7 days)
- Promos (3 promos per day for 6 days) for Event
- Red FM On Air Promos for Host Challenge (5 Promos/day/30 Sec Each)
- 2 RJ Mentions + FB + Tw post
- Red FM On Air 5 Promos/Day/30 Sec each + 3 RJ Contest for Ticket Sale + Social media push FB TW

Cinema Advertising

khushi
ambient media solutions

20 sec Audio slide on 60 screens for 2 weeks
in Mumbai, Pune, Bangalore, Hyderabad and New Delhi NCR



Multiplex

Branding & promotions at 18 multiplexes
Across Mumbai, Pune, NCR, Bangalore & Hyderabad



#WorldMusicDay
hungama Music PRESENTS
indi WORLD MUSIC & CD DAY
DRIVEN BY Kawasaki
AT Hard Rock CAFE
Sunday - 19.06.2016 | 7:30 PM Onward



EUPHORIA

- Other Hard Rock Cafe Venues -

INDIAN OCEAN & INDIVA (PUNE)	DJ CHETAS, LOST STORIES & LUKE KENNY (BANGALORE)	PAKIRAMA @ 25 (CHENNAI)
AMIT TRIVEDI LIVE (PUNE)	ZAEDEN & ANISH SOOD (HYDERABAD)	BENNY DAYAL (BANGALORE)

TICKETS AVAILABLE AT bookmyshow Hard Rock

Food search website Promotion

Banners, Editorials & contest on Social Media

Food Search Partner



Indian T20 Cricket - 2016

Enterr10

HBO Hits

INDIA TALKIES

KTV HD

ma movies

MOVIES OK

Raj

SONY

PROPERTY OF

EUPHORIA (NEW DELHI)

PARIKRAMA (GURGAON)

INDIAN OCEAN & INDIVA (SPCL ACT) (WORLI, MUMBAI)

DJ CHETAS & LOST STORIES (ANDHERI, MUMBAI)

AMIT TRIVEDI LIVE (PUNE)

ZAEDEN & ANISH SOOD (HYDERABAD)

BENNY DAYAL (BANGALORE)

indi WORLD MUSIC DAY

Sunday - 19.06.2016 | 7:30 PM Onwards

TICKETS AVAILABLE ON [bookmyshow](#)

@ Hard Rock Cafe

WHAT'S HOT

Star Movies HBO Discovery Channel Sony MAX Zee Studio

Mutter gashti khuli sadak me

#WorldMusicDay

Burrrp

2016

...age 2016 **LIVE**

...age 2016 **LIVE**

indi WORLD MUSIC DAY

Sunday - 19.06.2016

7:30 PM Onwards

@ Hard Rock Cafe

EUPHORIA (NEW DELHI)

PARIKRAMA (GURGAON)

INDIAN OCEAN & INDIVA (SPCL ACT) (WORLI, MUMBAI)

DJ CHETAS & LOST STORIES (ANDHERI, MUMBAI)

AMIT TRIVEDI LIVE (PUNE)

ZAEDEN & ANISH SOOD (HYDERABAD)

BENNY DAYAL (BANGALORE)

TICKETS AVAILABLE ON [bookmyshow](#)

Loved | Hated

Bangalore • Gurgaon • Hyderabad
Mumbai (Andheri & Worli) • New Delhi • Pune
@ Hard Rock Cafe

indi WORLD MUSIC DAY

Sunday - 19.06.2016 | 7:30 PM Onwards

TICKETS AVAILABLE ON [bookmyshow](#)

BURRRP TV

Channels | Schedule | English Movies | Hindi Movies | Movie Explorer | Indian T20 Cricket - 2016

Home / Movies Playing on TV

Language: English | Genre: Any genre | Jump to: MORNING | AFTERNOON | EVENING | NIGHT

MORNING

Way of the Wicked

THE ORIGINAL TV SHOW

Les Misérables

STRANDED

STRANDED

THE LAST OF THE MOHICANS

TOM CRUISE VANILLA SKY

Venue Branding

(Pre & On Event)

In-house Promotions for one month prior to the event at 7 HRCs in 6 Metros & An attractive venue branding during the event

Hard Rock CAFE

euphoria
SUNDAY 19.06.2016 | 7:30 PM ONWARDS

Indi WORLD MUSIC DAY

Hard Rock CAFE NEW DELHI

Indi WORLD MUSIC DAY
Sunday - 19.06.2016 | 7:30 PM Onward

BENNY DAVAL

- Other Hard Rock Cafe Venues -

INDIAN OCEAN & INDIVA SPECIAL ACT (DELHI, CHENNAI)	DI CHETAS LOST STORIES & LUKE KENNY (MUMBAI)	AMIT TRIVEDI LIVE (DELHI)
EUPHORIA (NEW DELHI)	ZAEDEN & ANSH SOOD (HYDERABAD)	PARIKRAMA @ 21 (BANGALORE)

TICKETS AVAILABLE AT **bookmyshow**

Indi WORLD MUSIC DAY
Sunday - 19.06.2016 | 7:30 PM Onward

DON'T FORGET TO BUY YOUR TICKETS HERE

ALL HARD ROCK CAFE VENUES

INDIAN OCEAN & INDIVA SPECIAL ACT (DELHI, CHENNAI)	DI CHETAS LOST STORIES & LUKE KENNY (MUMBAI)	AMIT TRIVEDI LIVE (DELHI)
EUPHORIA (NEW DELHI)	ZAEDEN & ANSH SOOD (HYDERABAD)	PARIKRAMA @ 21 (BANGALORE)

ALSO TICKETS AVAILABLE AT **bookmyshow**

Indi WORLD MUSIC DAY
Sunday - 19.06.2016 | 7:30 PM Onward

AMIT TRIVEDI LIVE

- Other Hard Rock Cafe Venues -

INDIAN OCEAN & INDIVA SPECIAL ACT (DELHI, CHENNAI)	DI CHETAS LOST STORIES & LUKE KENNY (MUMBAI)	PARIKRAMA @ 21 (BANGALORE)
EUPHORIA (NEW DELHI)	ZAEDEN & ANSH SOOD (HYDERABAD)	BENNY DAVAL (DELHI)



PR Coverage

This years event saw an overwhelming response from Media who picked and carried news and coverage in countries renowned print media such as The Times of India, Indian Express, The Hidustan Times Café, Deccan Herald to name a few..

Celebrating the sound of music

As a run-up to World Music Day next week, here's what the city's live music scene has to offer

World Music Day or *Fête de la Musique*, which falls on June 21, is originally a French concept, celebrating the joy of music during the days of the summer solstice. With the festival of music becoming

a global celebration, Mumbai too lined-up some renowned bands and artists from across India. With them performing genres ranging from fusion rock to house, music lovers in the city are in for a treat.



RUBEN BHATTACHARYA (UNDYING INC., DELHI): METAL:

We are a generation that grew up in the '90s; so that scene influences our band's ethic. Our music is very urban and speaks about the chaos of living in the city. Our first line-up dates back to 2003 and the current line-up has been around since 2012. There are not enough promoters of metal gigs who are ready to bring in bands from other states, but this time AntiSocial took a lot of initiative to get Undying to Mumbai for *Roots*, which we really appreciate. It's a series of new gigs, wherein they get bands that were there when the metal wave started like *Demonic Resurrection*, *Kryptos*, *Undying Inc.* and *Bhayanak Maus*, and bring them along with newer bands. I hope that people come and listen to our line-up of artists on the occasion of World Music Day, because here are people who do it for the passion of it and not for the commercial value. Music at its core is about passion - its nothing else.

Undying Inc. will be performing today, 8 pm onwards, at AntiSocial, Khar

AGNITRAY CHAKRABORTY (DNA MACHINES, KOLKATA): DRUM N BASS WITH ELECTRONICA:

Debjit (Mahalanobis) and I have been playing together for a while, and we started DNA Machines around six or seven months ago. I am a classically trained tabla player and Debjit is a trained double bass player; he's always coming up with new ideas and concepts. I consider EDM to be the future of music and we wanted to create a sound that takes the genre to the masses. Our arrangements have a tripartite sound, my tabla loops, samples of electronic music or vocals and our own live performances. I perform on the tabla or the *dholak* and Debjit on his bass guitar. For Thursday's performance, we are going to be performing with Wridhaayan Bhattacharyya, who has been a friend of mine for a long time and is making his mark with baul music (a form of Bengali folk music). A lot of Bengali bands have incorporated electric guitars or heavy drums with this genre, so we thought of taking it a step further and collaborating to create a new and experimental sound. I believe that music is for everyone and hope that everyone can find a free space to enjoy music this World Music Day.



DNA Machines and Wriddh will be performing on June 23, 9.30 pm onwards, at Blue Frog, Lower Parel

RISHAB JOSHI (LOST STORIES, MUMBAI): PROGRESSIVE HOUSE:

With Swedish House Mafia, Garrix and similar artists coming to India, there has been an explosion in EDM. Prayag (Mehta) and I would listen to artists on YouTube and we look for artists doing something different from your regular trance music. Taking inspiration, we started officially mixing tracks in 2008. Our biggest influences are *Chemical Brothers* and *AR Rahman*. For our upcoming concert we've spent around a month in the studio preparing new international music; we're going to be incorporating that with a few novel Indian Bollywood-like tunes. We will be sharing stage with world number 59, DJ Chetas and it's going to be an honour. I hope that a lot of people come and celebrate with us on World Music Day, because music is a universal language and it's a joy to share it.

Lost Stories will be performing today, 7.30 pm onwards, at Hard Rock Café, Andheri



RAHUL RAM (INDIAN OCEAN, DELHI): CONTEMPORARY FUSION ROCK:

When we began in the early '90s, there were neither as many bands, nor as many venues and festivals to play at. There's been a tremendous improvement and the internet too has revolutionised the way you connect and spread music. We like to believe that the essence of the band has remained the same but the new members who have come in have brought their own flavour and influences. We love the *Black Friday* soundtrack a lot as it sounds nothing like our other albums. Most recently *Tandanu* was a brilliant experience collaborating with stalwarts like Pt. Vishwa Mohan Bhatt, Selvaganesh, Shubhaji, Shankar Mahadevan and others. Right now we have started work on our new album and we have two collaborations with Pt. Wikku Virayak Ram and saxophone player George Brooks that are being finalised in the studio. Music doesn't have to be serious all the time. Some of my favourite memories with the band are playing cricket at our practice place and endless cups of tea.

Indian Ocean will be performing today, 7.30 pm onwards, at Hard Rock Café, Worli



Get lost in stories

If you've heard of the *Lost Stories* remix of Afrojack's *How You Like Me Now*, you already are a fan. If you haven't, you need to head to their Soundcloud account now. The electronic duo, made up of Prayag Mehta and Rishab Joshi, is known for innovative sound. They have also played alongside some of the biggest DJs in the world, including Tiesto

and and Martin Garrix. And if electronica is not your scene, wait for DJ Chetas to get behind the console, who is supposed to be the king of the Bollywood mash-ups.

WHERE: Hard Rock Café, off Link Road, Andheri West

WHEN: June 19, 7.30 pm

ENTRY: ₹500

CALL: 8980807841



Mid Day - 19th June, Mumbai

TIMES CITY

THEATRE | LADIES COMPARTMENT: It captures the essence of "life" through the stories of a motley group of women- a maid, a corporate woman, a socialite, a widow and a lady police officer, who meet one night in a Delhi metro train. **Atta Galatta, Koramangala, 5.30pm**

CONCERT | WORLD MUSIC DAY WITH BENNY DAYAL: As part of celebrations for World Music Day, popular Bollywood singer Benny Dayal will be taking the stage to deliver hits from films as well as indie-music collaborations. **Hard Rock Cafe, 8.30pm**

gig/performance
music

Sahil Sharma aka DJ Zaeden

He started out by starting a rock band, but he went to college, got a job, and then he started performing at venues around the city. He's now a professional DJ and a producer. He's also a singer and a songwriter. He's been in the industry for about 10 years now.

THE SETLIST: He'll be playing tracks from his new album, 'The Sound of Silence', which is a collection of songs that he wrote and produced. He's also going to play some of his favorite tracks from other artists.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.

LOOK FOR THIS: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

IF YOU'RE INTO IT: He's a DJ and a producer, so he's got a lot of experience in that area. He's also a singer and a songwriter, so he's got a lot of experience in that area too.

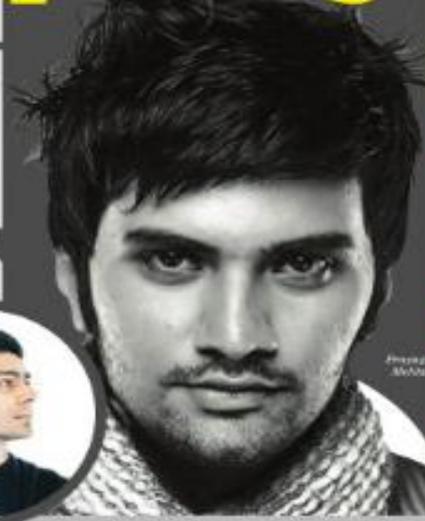
WHY YOU SHOULD CARE: He's a talented musician who has been in the industry for a long time. He's also a professional DJ and a producer, so he's got a lot of experience in that area.



World Music Day

Hard Rock Cafe rolls out a special line-up, with a heady mix of EDM, Bollywood and rock 'n' roll, to mark the annual event

Join the party



Prayag Mehta

Prayag Mehta & Rishab Joshi, aka Lost Stories

Lost Stories is a band that has been in the industry for a long time. They have released several albums and have performed at many venues. They are known for their unique sound and their live performances.

THE SETLIST: They will be playing tracks from their new album, 'The Sound of Silence', which is a collection of songs that they wrote and produced.

IF YOU'RE INTO IT: They are a band that has been in the industry for a long time. They have released several albums and have performed at many venues.

WHY YOU SHOULD CARE: They are a talented band who has been in the industry for a long time. They have released several albums and have performed at many venues.

LOOK FOR THIS: They are a band that has been in the industry for a long time. They have released several albums and have performed at many venues.

IF YOU'RE INTO IT: They are a band that has been in the industry for a long time. They have released several albums and have performed at many venues.

WHY YOU SHOULD CARE: They are a talented band who has been in the industry for a long time. They have released several albums and have performed at many venues.

LOOK FOR THIS: They are a band that has been in the industry for a long time. They have released several albums and have performed at many venues.

IF YOU'RE INTO IT: They are a band that has been in the industry for a long time. They have released several albums and have performed at many venues.

BENNY DAYAL

He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues. He is known for his unique sound and his live performances.

THE SETLIST: He will be playing tracks from his new album, 'The Sound of Silence', which is a collection of songs that he wrote and produced.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

WHY YOU SHOULD CARE: He is a talented musician who has been in the industry for a long time. He has released several albums and has performed at many venues.

LOOK FOR THIS: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

IF YOU'RE INTO IT: He is a singer and a songwriter who has been in the industry for a long time. He has released several albums and has performed at many venues.

'Why can't there be a music industry in India?'

Dr Palash Sen, frontman of the indie-rock band Euphoria known for their numbers like *Dhoom*, *Pichak*, *Dhoom* and *Mosers*, feels that there are very few platforms for independent and non-Bollywood artists and releasing their music becomes a struggle for them. And this is what took him so long to come up with his next single *Haath Bol* on World Music Day (June 21).



ASSERTIVE Dr Palash Sen

"We have been making music. But the truth is a lot of music that we have made has never reached the audience. Except MTV and Fever FM, not a single TV or radio channel is willing to play our latest song. Their slots have already been bought, and taken by Bollywood music, and there is no platform for non-film artists to get their music heard," rues Sen. The singer adds, "It is not that non-film artists are ignored. They are not allowed to be heard. People will only listen to us if they get the music at the first place. Unfortunately, they don't get that choice. That is one of the aspects that I'm trying to highlight in my new single — the freedom to raise voice against injustice and demand your music."

Sen, who recently completed 17 years of his musical journey, says that "whoever makes noise, gets noticed". "I am not miffed. It is rather silent anger. Music has just been a part of films till now. Why can't there be a music industry in India?" he asks.

Having been a pioneer in indie-pop music in India, Sen laments that "the genre is not there anymore". The Delhi-based band

recently performed at Hard Rock Cafe (HRC), DLF Place, Saket as part of the second edition of digital distribution platform *Artists Alive.com's* 'World Music Day' celebration. "Enthralling music aficionados with popular tracks and mesmerising melodies, the 11-member team also gave a glimpse of their new single. "It is quite a coincidence that my last single was launched at HRC, Mumbai. I believe that artists should be able to utilise platforms like live music, otherwise there is no guarantee of reaching out to the public," Sen says.



Deccan Herald Delhi, 21st June 2016

SATURDAY
18.6.2016

2



Celebrate World Music Day
Celebrate World Music Day with Artist Aloud. Music aficionados of Bengaluru can enjoy the musical extravaganza with popular singer Benny Dayal. The talented singer promises to captivate music lovers with his current hits like 'Lets Nacho' from the film Kapoor & Sons.
Where: Hard Rock Café
When: June 19, 7:30 pm

The Hindu Mumbai 18th June



Music

Time: 7:30 p.m.; Venue: Hard Rock Café, Worli; Phone: 66511209

Indian Ocean and Indiva

Sun 18/6/2016 This year's World Music Day (June 21) celebrations will see two power-packed acts by bands Indian Ocean and Indiva. Delhi-based Indian Ocean has been a force to reckon with in the indie scene since the 1990s. A characteristic feature of the all-male band's music is the fusion of folk and rock. Indiva, is a four-member band of female artistes, who perform in over eight languages and create a unique blend of Carnatic, jazz, classical and world music. Entry, cover charge:

Parikrama settles on city for its silver jubilee gig

Sharad.Kohli@timesgroup.com

Gurgaon: Back in 1991, a bunch of young rockers with stars in their eyes and music in their souls, came together. They figured they'd last maybe four months. A quarter-century on, Parikrama are still together.

"It doesn't feel like it's been 25 years. It may be a cliché, but it actually feels as if we started yesterday," says Subir Malik, founder member and keyboard player, opening up to **TOI**.

One of the country's most iconic bands will be marking this milestone with a performance at Hard Rock Café in the city, on Sunday (which also happens to be World Music Day).

More than just good music and brotherly vibes, an integrity of spirit explains Parikrama's longevity. These guys have stuck to a set of rules that has kept them honest. "We don't f*** up," says Malik. "No liquor before a show. And we make sure that



THE ROCKERS: (Back, left to right) Saurabh Choudhary (guitar), Subir Malik (keyboard), Sonam Sherpa (lead guitar); (front, left to right) Chintan Kalra (bass), Srijan Mahajan (drums), Nitin Malik (vocal)

we're punctual, whether it's to catch a flight – even if it means waking up early after finishing a show late at night – or for a sound check. These are the small things that matter," he says.

Indeed, through the highs and the lows, Parikrama's members have remained grounded and humble, and respectful to one and all.

At their peak, Parikrama performed more than 150 gigs every year, a number that's now down to around

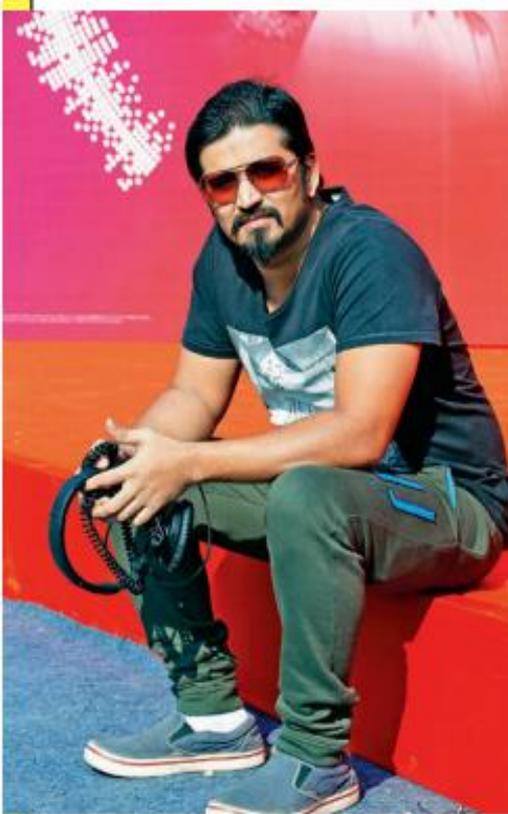
100. "We're not slowing down, but our focus is on writing new songs," explains Subir. Sunday's set list would, of course, include a cluster of old favourites. "We haven't played the full version of 'But It Rained' in 4-5 years, so we'll play that, and we'll play maybe 3-4 covers," he goes on. "Everything we've done in our lives revolves around the band. And we'll keep on playing rock n' roll till we're here." Dying, adds Malik, with their boots on.

IN THE A



■ **Benny Dayal** – The popular musician has sung many songs in Hindi, Kannada, Tamil and Bangali, to name a few. Some of his most popular tracks include *Pappu Can't Dance*, and his latest hit - *Let's Nacho!* Celebrate World Music Day with him!
 June 19, 7.30 pm, Hard Rock Cafe

Deccan Chronicle
 19th June '16



Musical night

Party till you drop this weekend at Hard Rock Café. To celebrate World Music Day, the restaurant will be hosting musician Amit Trivedi. The singer will be performing his most famous songs, including his latest from *Udta Punjab*.

WHERE: Hard Rock Café, Koregaon Park
WHEN: June 19, 7.30 pm

Pune Mirror 19th June '16

 **the pioneer**
 THURSDAY, 23 JUNE 2016 | 10:44:14 AM

HOME CITY NATION BUSINESS WORLD VIVACITY AVENUES SPORTS COLUMNIS

YOU ARE HERE : Home » VIVACITY

VIVACITY

STILL PASSIONATE!
 Thursday, 23 June 2016 | Christy Varghese

☆☆☆☆☆



Subir Malik, organist and band manager of Parikrama mulls the journey of the band through the past 25 years with Christy Varghese

In its 2014 listing of 25 greatest Indian rock songs in the last 25 years, a popular music magazine featured 'But it rained', a single by Parikrama, recorded back in 1996. Twenty years down the line, the song still does not fail to ignite the crowd's passion.

Hard Rock Café (HRC) had organised a series of simultaneous gigs across the country to spread the fervor of beats and rhythms for the World Music Day.

To those of you who are not aware, Parikrama, completed 25 years in the music circuit on June 17. You would be further amazed to know that Parikrama started out as a four month project, according to the organist cum band manager of Parikrama, Subir Malik. "Let alone 25 years, we did not even expect to last six months as a band. I was supposed to take hold of the family business of motor parts dealings after the four month stint. But then in our first season itself we played over 40 gigs, which came as a big surprise to us. And, needless to say, we were hooked on to the music scene," is what Malik told us after delivering a scintillating performance onstage.

As a band, they have a reputation of not only doing away with the rulebook but also tearing out the pages. Unlike most bands today, Parikrama gives out their music for free on its official website. The band boasts of millions of downloads from their site and other related pages and does not have any policies against their music being copied and distributed as such.

Malik told us that the members do not completely rely on music for their bread and butter. "The music season lasts from September to March and the remaining period tends to be somewhat lean. To complement our earnings from our performances, each of us have alternate modes of earning. I, for one, am into artist management and Sonam Sherpa, the lead guitarist, is in charge of the Parikrama School of Music," he said. According to him, this actually helps the band because whenever

Pioneer 23rd, June, 2016

The Indian Express

17th, June, 2016



The Indian EXPRESS



Home > Lifestyle > Art-And-Culture

Celebrating music: Parikrama, Indian Ocean to charm audience on World Music Day

The event will also see performances from artistes like Amit Trivedi, Benny Dayal, Euphoria, Indiva, DJ Chetas, Lost Stories, Zaeden and Anish Sood.

BY: IANS | NEW DELHI |
PUBLISHED ON: JUNE 17, 2016 3:09 PM

Live in Style 16th June 2016

World Music Day @ Hard Rock Cafe India

Hungama Music Presents Indi World Music Day June 19th, 2016 Block your dates : Headlining Acts : 1. Amit Trivedi Live- Pune | 2. Parikrama @ 25- Gurgaon | 3. Benny Dayal- Bengaluru | 4. Euphoria- New Delhi | 5. DJ CHETAS and Lost Stories- Andheri (Mumbai) | 6. Indian Ocean and INDIVA- Worli (Mumbai) | 7. Zaeden and Anish Sood- (Hyderabad) | To book tickets, Visit: <https://goo.gl/83ly26>

Date : Sunday, June 19, 2016 - 5:00pm to Monday, June 20, 2016 - 12:00am
Time : 5:00 pm to 12:00 am
Address : Hard Rock Cafe - (Mumbai - Andheri & Worli , Pune, Bangalore, Hyderabad , Delhi , Gurgaon)

What's Hot 16th June 2016

World Music Day Ft Indian Ocean

DATE
19th Jun

TIME
07:30pm - 10:30pm

ADDRESS

Hard Rock Cafe, Bombay Dyeing Mill Compound, Pandurang Budhkar Marg, Near Bombay Dyeing Showroom, Worli, South, Mumbai

[VIEW MAP](#)



Formed in 1990 in Delhi, Indian Ocean is one of India's pioneering fusion rock band. The legendary act is one of the most successful Indian indie acts and has played gigs around the country and the world. They have five albums to their credit and have also contributed to several successful Bollywood film soundtracks.

Indian Ocean will be joined by fusion band Indiva. Comprising four talented musicians, their sound blends Hindustani, Carnatic, classical and world music and elements of jazz, with lyrics that are in over eight languages.

Tickets: Rs 1,000 (including Rs 500 cover)

Online PR Links

http://www.musicunplugged.in/news/music_news_info/643/0
<https://in.news.yahoo.com/world-music-day-back-second-edition-120204653.html>
<http://punjabtribune.com/world-music-day-back-with-second-edition.html>
<http://www.filmsntv.com/2016/05/2nd-edition-of-world-music-day.html>
<http://www.indiannewsandtimes.com/2016/05/31/artistaloud-com-gears-2nd-edition-world-music-day-celebration/>
<http://www.nationalheraldnews.com/2016/05/artistaloudcom-gears-up-for-its-2nd.html>
<http://www.newkerala.com/news/2016/fullnews-70493.html>
<http://www.chennaionline.com/article/world-music-day-back-second-edition>
<http://dailyworld.in/world-music-day-back-with-second-edition/>
<https://www.socialnews.xyz/2016/05/world-music-day-back-with-second-edition/>
<http://mtinews.in/artistaloud-com-gears-up-for-its-2nd-edition-of-world-music-day-celebration-the-musical-extravaganza-will-be-held-at-the-hard-rock-cafe-in-mumbai-pune-new-delhi-gurgaon-bengalu/>
<http://spicystarsmumbai.com/new-post-498.html>
<http://corecommunique.com/artistaloud-com-gears-2nd-edition-world-music-day-celebration/>
<http://www.radioandmusic.com/entertainment/editorial/press-releases/160530-artistaloud-gears-second-edition#>
http://www.business-standard.com/article/news-ians/world-music-day-back-with-second-edition-116053100983_1.html
<http://www.actfaqs.com/indi-world-music-day-2016/>
<http://www.burrrp.com/mumbai/events/-world-music-day-with-lost-stories-dj-chetas-at-hard-rock-cafe-in-andheri-west/357993>
http://www.business-standard.com/article/news-ians/parikrama-indian-ocean-to-enthral-audiences-on-world-music-day-116061600419_1.html
<http://www.liveinstyle.com/nightlife/party-calendar/world-music-day-hard-rock-cafe-india>
<http://www.whatshot.in/mumbai/world-music-day-ft-indian-ocean-e-400075>
<https://www.eventsnow.com/hyderabad-event/world-music-day/5178>
<http://www.delhievents.com/2016/06/music-world-music-day-parikrama-at-hard.html>
<http://www.thisweekbangalore.com/celebrate-world-music-day-along-with-artistaloud-com/>
<http://www.radioandmusic.com/entertainment/editorial/news/160616-parikrama-indian-ocean-enthral-audiences#>
<http://dailyworld.in/parikrama-indian-ocean-to-enthral-audiences-on-world-music-day/>
<http://www.absoluteindianews.com/post-id-14718.html>
http://www.indiainfoline.com/article/news-sector-media-entertainment/hard-rock-cafe-to-ring-in-world-music-day-with-an-iconic-line-up-116061800070_1.html
<https://www.timeout.com/delhi/events/world-music-day-with-euphoria>
<https://bangaloretodays.wordpress.com/2016/06/17/celebrate-world-music-day-along-with-artistaloud-com/>
<https://in.explara.com/e/world-music-day-mumbai>
http://choicencehers.com/home/location_happyoffer/6944
<http://www.partyowl.in/eve-world-music-day-with-zaeden-and-anish-sood>
<http://www.quickfixneworleans.com/celebrating-music-parikrama-indian-ocean-to-charm-audience-on-world-music-day/>
<http://www.mid-day.com/articles/join-the-world-music-day-fever-with-these-5-live-events-in-mumbai/17350176>

The Sponsors & Their Case Studies of Brand Integration

Event Sponsors

The logo for Hungama Music, featuring a blue square with a white play button icon and the text "hungama Music" in white.

Hungama Music is the one stop destination for music aficionados. From unlimited streaming of your favourite songs and music videos to a live radio section, specially curated playlists, mood based song discoveries and downloading of music and videos, Hungama Music has something to offer for everyone. With a robust collection of Indie songs, Hungama Music features top independent artists like KK, Sonu Nigam, Shaan, Adnan Sami, Lucky Ali, Nusrat Fateh Ali Khan and many more. Listen to a wide collection of over 3.5 million songs across Bollywood, Hindi, English, Tamil, Telugu, Punjabi & many other Indian regional languages. What's more - get full-scale access to music from Retro & Old Hindi Movie songs and some of the Hottest Remixes

The logo for Indi, featuring the word "indi" in a bold, lowercase, sans-serif font with a play button icon inside the letter 'i'. Below it, the tagline "Challenge Accepted." is written in a smaller, bold, sans-serif font.

Indi is the solution to achieving brand dominance in social media among millennials and beyond. Leveraging our technology and video challenge platform, brands can penetrate the total aggregate number of Facebook, Twitter, and Instagram users, which currently totals approximately 2.3 billion. No other platform can currently connect and leverage all these social networks at the same time, with the same reach as Indi. In an effort to garner greater advertising dollars, social media sites greatly restrict corporate and brand accounts in how they are able to penetrate into user's streams, which has led to disappointing social media marketing results by many brands. The Indi approach is stealth and strategic. Indi has user's self-promote videos they create for brands throughout each of their own social networks in an effort to win brand challenges. Indi is founded and run by executives who have been in the Internet space for over 15 years, having sold over US\$4 Billion of products online and built and sold companies for over US\$500 Million. Indi currently has viewers from 200 countries and is launching a dedicated experience in India on April 28th with Indi India cofounder Mr. Anil Kapoor.

The logo for Kawasaki, featuring the word "Kawasaki" in a bold, black, sans-serif font. Below the text are two horizontal green bars of varying lengths.

It was established in India in July 2010 Headquartered in Pune, Maharashtra, IKM is a 100% subsidiary of Kawasaki Heavy Industries Ltd., Japan. Rich with a history for being at the forefront of technological innovation, Kawasaki Heavy Industries Ltd. has a number of technological divisions such as aerospace, rolling stock, ship building and energy solutions. They are also active in a number of wide ranging businesses such as industrial plants, robotics and motorcycles. Bringing this technological capability to India, IKM continues to develop and grow the motorcycle business market in India, by manufacturing 4 CKD models at their manufacturing plant in Pune and marketing 8 CBU models imported directly from Japan.

The logo for Bisleri Pina Colada, featuring the word "Bisleri" in a small, black, sans-serif font above the words "PINA COLADA" in a large, bold, black, sans-serif font. Below "PINA COLADA" is the tagline "FRUITY FIZZY FUSION" in a smaller, black, sans-serif font. The logo is set against a purple background with a yellow and white graphic of a pineapple and a glass.

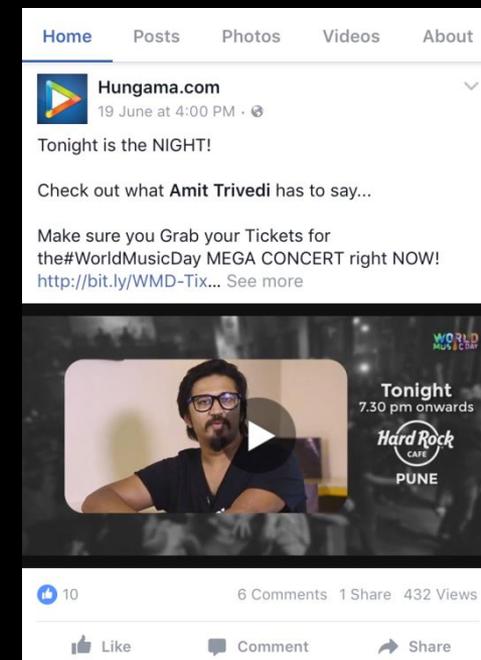
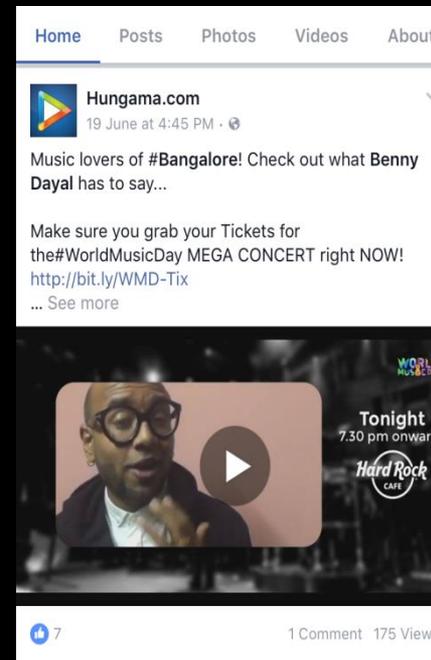
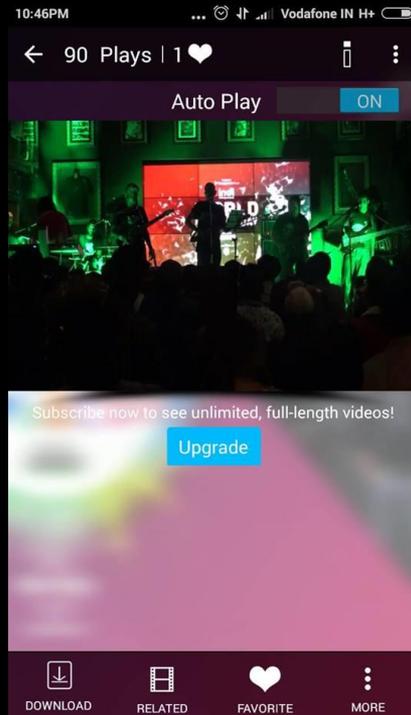
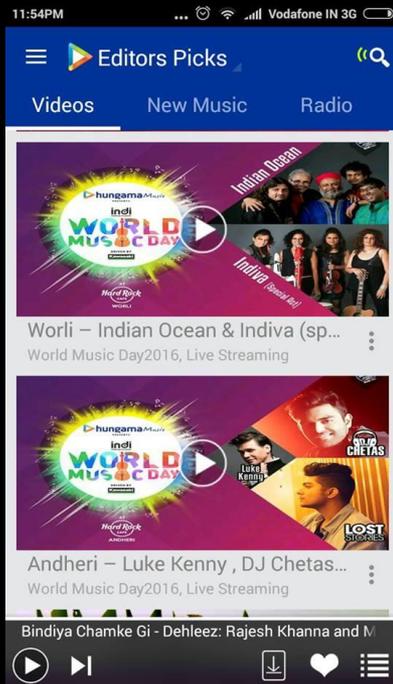
Bisleri Pop is bringing you four new, fizzilicious flavours - PinaColada, Spyci, Limonata, and Fonzo! You'll always stay refreshingly happy with every sip and gulp! If only every day could be a holiday, right? Well, now it can, with Bisleri Pina Colada – a fizzy drink that has flavours of pineapple, coconut, and vanilla guaranteed to instantly transport you to a beach state of mind. Expert packaging, an interesting mix of tastes, and a creamy finish.

The logo for Involve Your Senses Car Perfumes, featuring the word "INVOLVE" in a large, bold, black, sans-serif font above the words "YOUR SENSES" in a smaller, bold, black, sans-serif font. Below "YOUR SENSES" is the tagline "CAR PERFUMES" in a smaller, bold, black, sans-serif font.

Lifestyle fragrance products define the Involve Your Senses range of Car Perfumes and Room Fresheners, with a wide variety of over 25 fragrances. Using the Indian expertise in perfumes and master blending of essential oils all the products concentrate on being as natural and earth friendly as possible.

Case Study-Hungama Music

Hungama Music was the “Presenting Sponsor” for this years World Music Day



Brand Integration

- Live Streaming
- Exclusive Content Creation (Pre & Post event)
- Hungama Jingle play at all venues

➤ For the first time Hungama Music did Live streaming of the 5 concerts simultaneously at the same time



Case Study- Indi.com



For World Music Day, Indi.com the Title sponsor announced special challenges on its social video sharing platform. The winners from the "Indi Singing Sensation Challenge", & "You Know You Rock Hard Challenge" grabbed the golden opportunity to share the stage with the headlining acts in their respective cities. users put their best foot forward in the special challenges hosted on Indi.com and grabbed the lifetime opportunity to be at center stage of the musical gala and share space with the top performers from the industry."

The **You Know You Rock Hard** Winners have been selected!
And The Judges Pick ...

- Anand Bhaskar Collective (Worli, Mumbai)
- Amarabha Banerjee (Andheri, Mumbai)
- Firaq - The Band (Saumya Agarwal) (Gurgaon)
- Anupam ZeeVaas Sreenivaasan (Bangalore)
- Manoj Pandya (Pune)
- Vijay Prakash Sharma (Delhi)
- The SONGSMITHS (Hyderabad)

indi Indi
Sponsored · 🌐

Calling all Mumbai musicians!

Open for Indian Ocean at the Hard Rock Cafe.
indi.com [Learn More](#)

👍❤️ 64 9 Comments 2 Shares

👍 Like 💬 Comment ➦ Share

indi Indi India
Sponsored · 🌐

LESS THAN ONE WEEK LEFT TO SUBMIT YOUR VIDEO! Here's your chance to become a Singing Sensation on #WorldMusicDay

World Music Day - Singing Sensation Challenge
indi.com [Sign Up](#)

👍😂❤️ You and 1.8K others 16 Comments 40 Shares

❤️ Love 💬 Comment ➦ Share

The **indi Singing Sensation Challenge** Winners have been selected!
And The Judges Pick ...

- Jatin Udasi (Worli, Mumbai)
- Samuel and Akanksha Music (Andheri, Mumbai)
- Abhishek Basht (Pune)
- Rajni Shivaram (Bangalore)
- Sagarika Deb (New Delhi)
- Maya Iyer (Gurgaon)
- Amrita Nayak (Hyderabad)

Before

After

indi
Challenge Accepted.

TWEETS 193 FOLLOWING 93 FOLLOWERS 233

Indi India
@indi_in_india · FOLLOWS YOU
Challenge Accepted.
indi.com
Joined November 2014

Tweets Tweets & replies

Pinned Tweet
Indi India @indi_in_india · Apr 28
Stop waiting around! destiny! Indi.com #ChallengeAccepted

indi
Challenge Accepted.

TWEETS 277 FOLLOWING 103 FOLLOWERS 364 LIKES 329

Indi India @indi_in_india · FOLLOWS YOU
Challenge Accepted.
indi.com
Joined November 2014

Tweets Tweets & replies Media

Pinned Tweet
Indi India @indi_in_india · Apr 28
Stop waiting around. M destiny! Indi.com, unle #ChallengeAccepted

India Trends · Change

#2Future

Promoted by LeEco India

#AnokhiKaMantra

Just started trending

#NowRanbirKangana

Started trending in the last hour

#यूपी में गुंडाराज

10.9K Tweets

#IndiChallengeAccepted

Just started trending

Udta Punjab

12.8K Tweets

#IndiChallengeAccepted – Twitter Trending Activity

indi indi_in_india Sponsored

Have what it takes to open for them?
#SingingSensation

393 likes
indi_in_india Indi

indi indi_in_india Sponsored

Are you pitch perfect?
#SingingSensation

393 likes
indi_in_india If you have the talent then you have a

indi indi_in_india Sponsored

How hard can you rock?
#YouKnowYouRockHard

393 likes
indi_in_india Indi

indi Indi India Sponsored

ONLY 3 DAYS LEFT TO SUBMIT YOUR VIDEO! Here's your chance to become a Singing Sensation on #WorldMusicDay

World Music Day - Singing Sensation Challenge
indi.com

You and 79 others 11 Comments 7 Shares

Wow Comment Share

Case Study- Kawasaki Motors

Kawasaki



Brand Integration

- World Music Day concert had a Live display of Kawasaki models swanky Z-800 & ER6N at every HRC at a strategic location of the venue to grab attention with immense branding opportunities
- Selfie with your Kawasaki, Upload your picture with WMD'16 social media tags and chance to win VIP entry for WMD'16 in your city
- **Social Media Contest:** Spot Kawasaki , click selfie with Bike in background and opportunity to win VIP passes for World Music Day in your city
- LIVE Tweeting + Exclusive Selfies Clicked with **Kawasakhi** Bike & Uploaded by Fans on Instagram.

Case Study- Bisleri POP

Bisleri Pinacolada was the “ Beverage Sponsor” for this years World Music Day



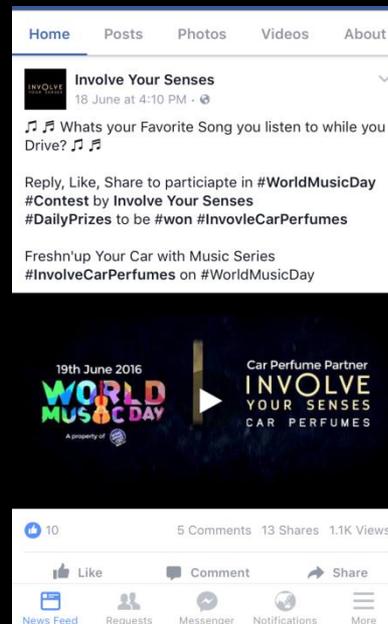
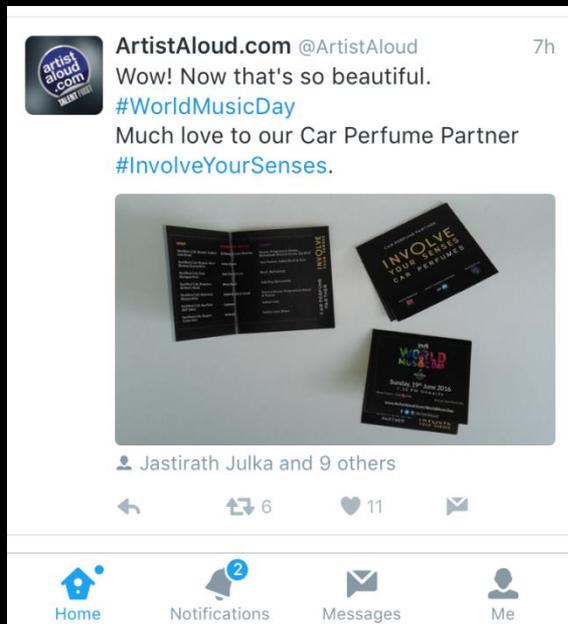
Brand Integration

- *Venue Branding with Lit Boards*
- *Bar Display of Bisleri POP Products*
- *Exclusive Selling & Serving of Bisleri Products during the event*
- *Social Media Integration & Contests*
- *Cobranded Billboards and Moving Vehicle branding*

Case Study- Involve Car Perfumes

INVOLVE
YOUR SENSES
CAR PERFUMES

Involve your senses was the “Car Perfume Partner” for the Event



Brand Integration

- *Social Media Integration & Contests*
- *Involve Car Perfumes Sent out a pocket event calendar of World Music Day event line up and other information along with their Everyday order from Online sales fro one month*
- *They also ran a contest on social media to encourage Fans to win either Free Tickets or a premium Car perfumes*

The Partners & Alliances

<p>Music Channel Partner</p> 	<p>Radio Partner</p> 	<p>Multiplex Partner</p> 	<p>Cinema Advertising Partner</p> 	<p>Venue Partner</p> 
<p>Outdoor Partner</p> 	<p>Food Search Partner</p> 	<p>Car Perfume Partner</p> 	<p>Beverage Partner</p> 	<p>Official Ticketing Partner</p> 
<p>Promotional App Partner</p> 	<p>Online Promotional Partners</p> 	<p>Online Promotional Partners</p> 	<p>Online Promotional Partners</p> 	<p>Priority Partner</p> 
<p>Online Media Partner</p> 	<p>Promotional App Partner</p> 	<p>Promotional App Partner</p> 	<p>Promotional App Partner</p> 	

**And the Expectations
are Higher for Next
Year!!**

DJ Chetas @Dj_Chetas

This was ABSOLUTELY epic! Thank you soo much for coming out in full strength on a sunday guys! Thanks
[@Hungama_com](#) [@ArtistAloud](#)
[@HRCIndia](#) ❤️

20/06/16, 12:35 AM

6 RETWEETS 18 LIKES

[Hungama.com](#) @Hungama_com 17h
 You were simply fantastic @Dj_Chetas
[@ArtistAloud](#) [@HRCIndia](#) #BDM
 #WorldMusicDay

Anish Sood @anishsood

Hyderabad last night with Zaeden!

Translate from German



20/06/16, 5:20 PM

DJ Chetas @Dj_Chetas

Peeps at [@Hungama_com](#)
[@ArtistAloud](#) we HAVE to do this more often! Simply EPIC 🔥🔥🔥

[Hungama.com](#) @Hungama_com
 You were simply fantastic @Dj_Chetas
[@ArtistAloud](#) [@HRCIndia](#) #BDM
 #WorldMusicDay

20/06/16, 12:38 AM

3 RETWEETS 7 LIKES

Hard Rock Cafe India @HRCIndia

BIG thanks to all the performers and to the crowd who turned up for the [#WorldMusicDay](#) celebrations!
 You guys ROCK! 🙌



DJ Chetas @Dj_Chetas

Till last year [#WorldMusicDay](#) was simply any other day. It's courtesy [@Hungama_com](#) and [@ArtistAloud](#) that this culture is now reenergised!

21/06/16, 10:30 AM

6 RETWEETS 25 LIKES

[ArtistAloud.com](#) @ArtistAloud 1d
 .@Dj_Chetas [@Hungama_com](#) This means a lot to us! This year's [#WorldMusicDay](#) was so far the Best & D Biggest One!

DJ Chetas @Dj_Chetas
 Till last year [#WorldMusicDay](#) was simply any other day. It's courtesy

indian ocean @indianoceanband 3d

The madness that is [@HardRock](#) right now ! [#worldmusicday](#) [@ArtistAloud](#)



Hard Rock Cafe India @HRCIndia 13h
[@indianoceanband](#) You guys really made it a special evening for each one of us.
 Thank you! [#WorldMusicDay](#) 🙌
[@HardRock](#) [@ArtistAloud](#)

See You at Next Event

Connect with us to know more !!



THANK YOU



/ ArtistAloud