

#WorldMusicDay



Second Edition Post Show Report

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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 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



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

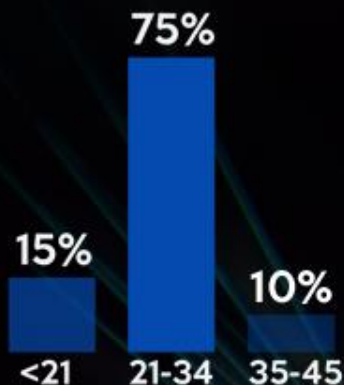


55%
MALE



45%
FEMALE

AGE



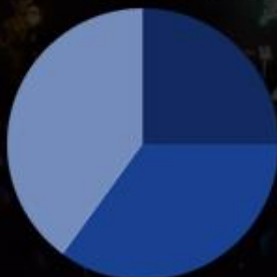
TERRITORIES



New Delhi
Gurgaon
Mumbai
Pune
Hyderabad
Bangalore

INCOME

HIGH DISPOSABLE



Income Range	Percentage
0-50k	25%
50-100k	35%
100k and Above	40%

EDUCATION

Education Level	Percentage
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

LOST STORIES
DJ CHETAS

@ 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!

19th JUNE: MUMBAI
20th JUNE: MADRAS
21st JUNE: SAK JHAR SHUTTLE
22nd JUNE: HARD ROCK CAFE
23rd JUNE: HARD ROCK CAFE
24th JUNE: HARD ROCK CAFE
25th JUNE: HARD ROCK CAFE
26th JUNE: HARD ROCK CAFE
27th JUNE: HARD ROCK CAFE
28th JUNE: HARD ROCK CAFE
29th JUNE: HARD ROCK CAFE
30th JUNE: HARD ROCK CAFE
1st JULY: HARD ROCK CAFE
2nd JULY: HARD ROCK CAFE
3rd JULY: HARD ROCK CAFE
4th JULY: HARD ROCK CAFE
5th JULY: HARD ROCK CAFE
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1st AUGUST: HARD ROCK CAFE
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31st AUGUST: HARD ROCK CAFE
1st SEPTEMBER: HARD ROCK CAFE
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30th SEPTEMBER: HARD ROCK CAFE
1st OCTOBER: HARD ROCK CAFE
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3rd OCTOBER: HARD ROCK CAFE
4th OCTOBER: HARD ROCK CAFE
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30th OCTOBER: HARD ROCK CAFE
31st OCTOBER: HARD ROCK CAFE
1st NOVEMBER: HARD ROCK CAFE
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3rd NOVEMBER: HARD ROCK CAFE
4th NOVEMBER: HARD ROCK CAFE
5th NOVEMBER: HARD ROCK CAFE
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30th DECEMBER: HARD ROCK CAFE
31st DECEMBER: HARD ROCK CAFE

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

11K Views

Like Comment Share

👍❤️👤 Sengodan Ramasamy, Chahat Arora and 93 others

31 shares

13 Comments

Boost Post




World Music Day 2016 - Official Promo 2 | #WorldMusicDay
17,216 views

6 0

ArtistAloud
9,750 subscribers

Subscribe



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



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)



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

Amit Trivedi LIVE

Book Now



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

Indian Ocean & INDIVA

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
DJ CHETAS & LOST STORIES
@HARD ROCK CAFE - ANDHERI | 19th JUNE, 7.30 PM


21,593 people reached

Boost Post

Like Comment Share


Prem Godage, Kunal Gupta and 1.9K others · Top Comments ·

15 shares · 12 Comments



Euphoria

Book Now



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

Book Now

134,415 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 !



6,210 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 !



657 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 (7) · June 19 at 9:46pm ·

Benny Dayal Live



ArtistAloud.com was live.
Published by Jesse Julka (7) · June 19 at 9:51pm ·

Let's Nacho



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



Share

Top Comments ·

6 Comments

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



8 10

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

#मेरा_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, @trendinaliaN and 3 more are Tweeting about this

#DearSmriti

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

#KejriwalInsultsPresident

@TrendsmapiNdia is Tweeting about this

#TumHoTohLagtaHai

@trendinaliaN, @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

@trendinaliaN, @mihirjoshimusic and 2 more are Tweeting about this

#RedHotLook

@trendinaliaN, @TrendsmapiNdia and 3 more are Tweeting about this

#NeruppuDaTeaser

@trendinaliaN, @TrendsMumbai and 2 more are Tweeting about this

#3DaysForWorldMusicDay

@BabuBeg is Tweeting about this

#WhoLeakedUdta

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

Sayyeshaa In Shivaay

16.2K Tweets

#PradhanSevakModi

@trendinaliaN, @TrendsmapiNdia and 1 more are Tweeting about this

#GreatGrandMastiTrailer

@BabuBeg is Tweeting about this

#ChhuLiya

@trendinaliaN, @BuzzingTracks and 5 more are Tweeting about this

#DecliningHinduStats

@TrendsMumbai and @TrendsmapiNdia are Tweeting about this



54 Trendsmap Mumbai @TrendsMumbai · 2h

#wmdlineup 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



2

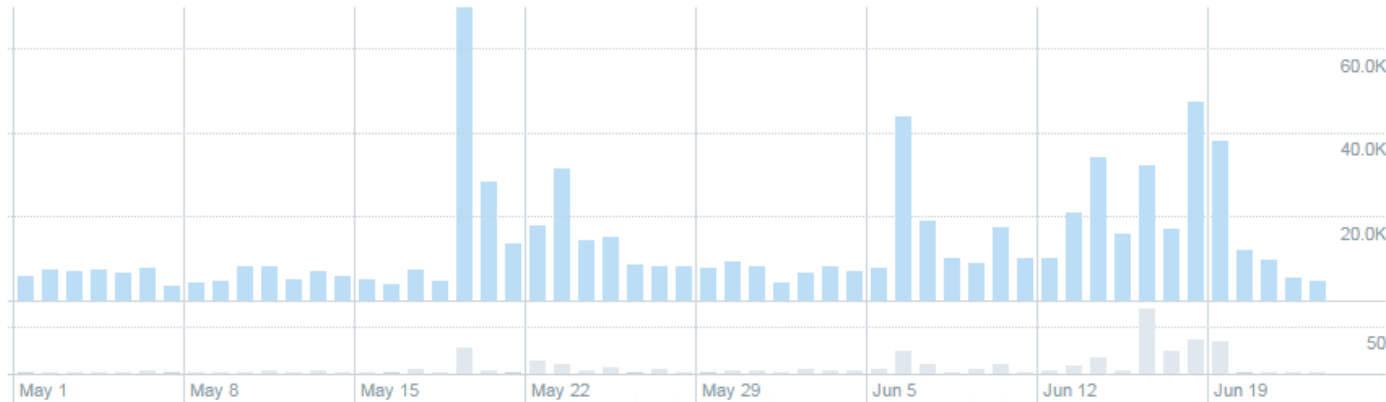


2



Twitter Handle Analytics -WMD'16

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



LIKES
4.7K

Jun 23
17 likes



On average, you earned 87 likes per day

REPLIES
3.2K

Jun 23
2 replies



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%

Jun 23
1.1% engagement rate



LINK CLICKS
511

Jun 23
0 link clicks



On average, you earned 9 link clicks per day

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

Trends · [Change](#)

#UddaKamalNath

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

#NewsThatMatters

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

#IshratStingsModi

@trendinaliaN and @TrendsmapiIndia 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

#UddaPunjabToFlyTomorrow

@TrendsMumbai and @TrendsmapiIndia are Tweeting about this

#AskYourArtist

@DJ_Chetas, @Indi_in_India and 7 more are Tweeting about this

#ComingSoonMSGapparels

@trendinaliaN and @TrendsmapiIndia 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
.@indianoceanband What can the people of #Mumbai expect this #WorldMusicDay at @HRCIndia? #AskYourArtist



49 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
[@DJ_Chetas](#) With the BDM scene already spreading like a fire, What are you future plans about BDM? [#AskYourArtist](#)



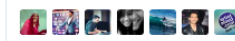
54 DJ Chetas [@DJ_Chetas](#)



[@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
.@Benny_Dayal You've worked with almost every artist in industry, tell us that one artist whom you really loved working with? [#AskYourArtist](#)



81 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](#)



22 Sherary Gayathiri Ka [@SheraryGayathir](#) · Jun 16
[@ArtistAloud](#) [@Benny_Dayal](#) [#WorldMusicDay](#) [#AskYourArtist](#) are u nervous when u become married after this?



ik 3electronica and 14 others follow

Ronnie [@RonnieTheWalker](#) · Jun 16

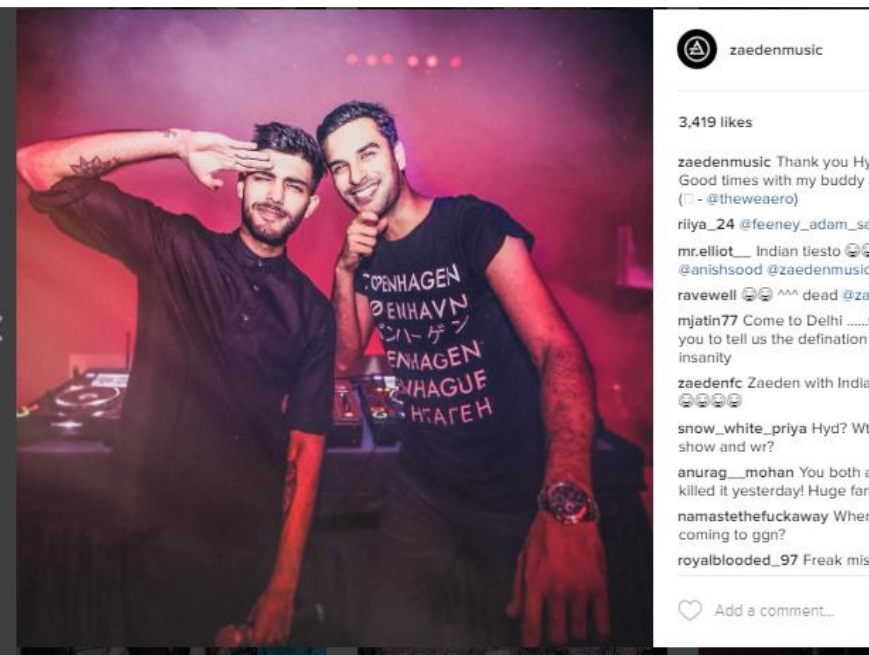
[eLostStories](#) Do you find Indian clubbers in general, receptive enough to rent sounds you wish to play at times. [#AskYourArtist](#)



Instagram – Artist Posts (Q&A Announcement)



Instagram – Artist Posts on their personal Handles



Animated emailers were sent out to Artistaloud Hungama, HRC and Partners database



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

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

EVENT

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

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

In Delhi, Euphoria, which has given hits, such as **Dishoom Pichak Dishoom**, **Maaneri**, and **Ana Meri Gully** will perform from **7:30pm**, this Sunday.

"We, at Artistsloud, are very excited to put together this special World Music Day celebration across seven venues of Hard Rock Café simultaneously on one day across six cities. We are grateful to our sponsors, partners and media 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 Artistsloud style – multi artists, multi genres and multi languages," says **Soumini Srividhya Paul**, VP, **Hungama Digital Media Ent Pvt Ltd**. Music lovers can expect good music, food and drinks at **Hard Rock Café, DLF Saket, New Delhi**.

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

SOUMINI SRIVIDHYA PAUL, VP, HUNGAMA DIGITAL MEDIA ENT

We, at Artistsloud, are very excited to put together this special World Music Day celebration

Id Mubarak

Raymond

Sale

Till 10 July

Wedding & formal Collection

Pure Cotton, Linen, Silk, Wool & blended fabrics

Exports & Surplus stock Extra value fabric below 6 mtrs.

For Shirts, Trousers Jackets, Suits & Ethnic Wear

SHIRT PIECE RS. 250/- & PANT PIECE RS. 200/-

SHIRT & TROUSER Readymades

SUIT • BLAZER • SHIRT • TROUSER • T-SHIRT

PUNJIKULIA ROAD

WAZIRPUR

VIKAS MARG

JANAKPURI

NOIDA

LAJPAT NAGAR

By Economy Scale: 7282618

Garwal Bhawan, Opp. Metro Pillar 44 (Near Jhandewalan, Gole Chikkar)

A-5, Near Richi Rich Banquet (Opp. Shalimar Bagh)

E-368, Nirman Vihar, Opp. V3S Mall, Opp. Metro Pillar No. 85

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

Nirula's Sec-2, C-135

Near Metro Station, Sec-15, Noida, UP

49, Main Ring Road, Adj. Delhi Ram Near Moorchand Crossing, Delhi

CULTURE

LIFESTYLE **htcity** 15

Entertainment & Promotional Features

Gurgaon, come celebrate World Music Day with Parikrama

PHOTO: HTCL

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

We, at Artist Aloud, are very excited to put together this special World Music Day celebration

SOUNINI SRIDHARA PAUL, VP, HUNGAMA DIGITAL MEDIA ENT

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 Sounini Sridhara 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

Sp. offer SHIRT PIECE RS. 250/- & PANT PIECE RS. 299/- & Readymades

SUIT • BLAZER • SHIRT • TROUSER • T-SHIRT
PUNCHNIPUR ROAD
 (Near Bhawan, Opp. Metro Pillar 44 (Near Jhandewalan, Gole Chokar)

WAZIRPUR
 A-5, Near Richi Rich Banquet (Opp. Shalimar Bagh)

KUNDA MARG
 E-385, Nirman Vihar, Opp. V3S Mall, Opp. Metro Pillar No. 85

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

NOIDA
LALPAT NAGAR
 By Economy Tales: 2303118
 Nirula's Sec-2, C-135 Near Metro Station, Sec-15, Noida, UP
 49, Main Ring Road, Adj. Haldi Ram Near Moolchand Crossing, Delhi

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

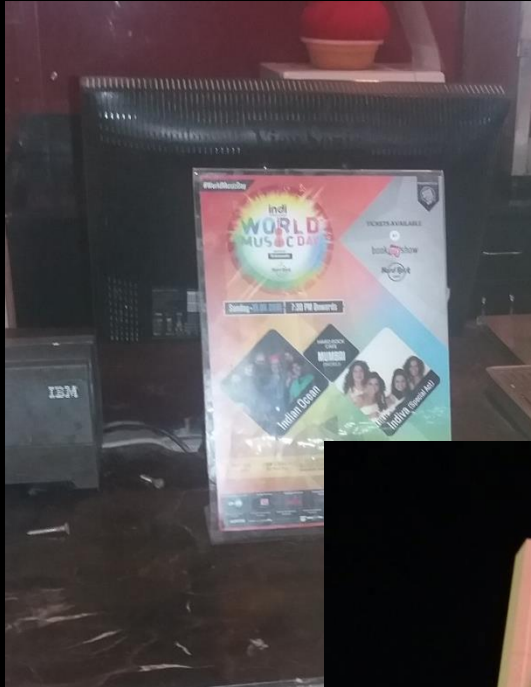
khushi
ambient media solutions

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



Food search website Promotion

Banners, Editorials & contest on Social Media

Explorer | Indian T20 Cricket - 2016

Enter ID

HBO Hits

INDIA TALKIES

KTV HD

ma movies

Movie OK

Raj

SONY

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)
@ Hard Rock Cafe

PROPERTY OF

india WORLD MUSIC DAY

Sunday - 19.06.2016 | 7:30 PM Onwards

TICKETS AVAILABLE ON bookmyshow

WHAT'S HOT

Star Movies HBO Discovery
Channel Sony MAX Zee Studio

Burrrp

Mutter gashti khuli sadak me

#WorldMusicDay

PROPERTY OF

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

india WORLD MUSIC DAY

Sunday - 19.06.2016 | 7:30 PM Onwards

TICKETS AVAILABLE ON bookmyshow

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Home / Movies Playing on TV

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

MORNING

Way of the Wicked

THE LAST OF THE MOHICANS

Les Misérables

STRANDED

STRANDED

TOM CRUISE VANILLA SKY

Food Search Partner



2016

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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

How?

nder for India's Got Talent

er for Indian Premier Bangalore

er for Shooter

er for Indian Premier vs. Gujarat

Loved | Hated

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



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.

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 Wridha 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. Vikku 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



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



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: 8898087841



Mid Day - 19th June, Mumbai

TIMES CITY

eders from
It is
m

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

36

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

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, 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


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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

#WorldMusicDay

Indi WORLD MUSIC DAY

Sunday 19.06.2016
7:30 PM Onward

Hard Rock Cafe

6 CITIES - 7 VENUES - 11 HEADLINING ACTS

ARTIST LINEUP

TICKETS AT: book my show
ALSO AVAILABLE AT VENUES

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
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The Sponsors & Their Case Studies of Brand Integration

Event Sponsors



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



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.

Kawasaki

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.



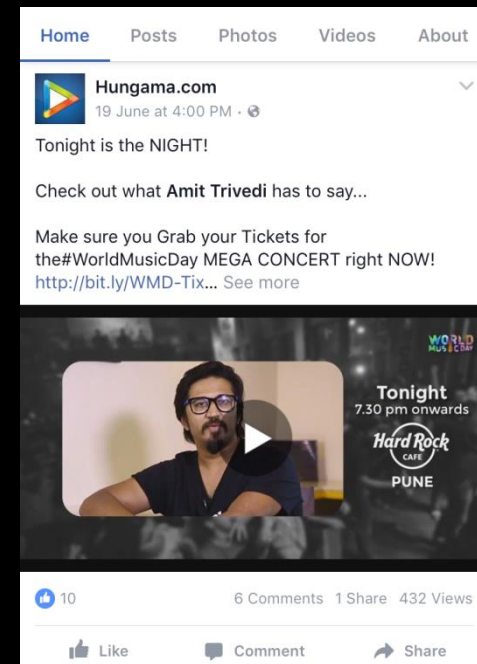
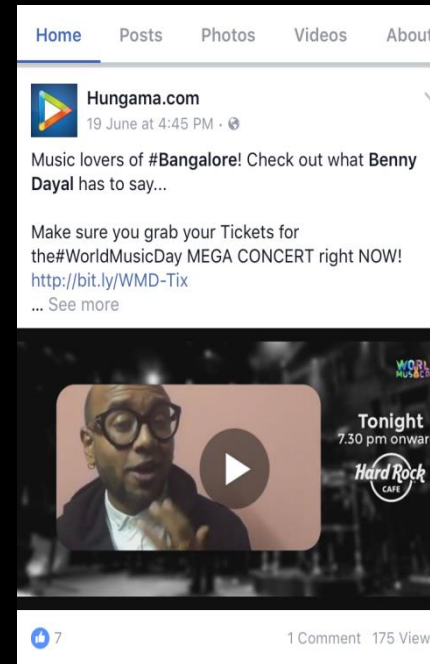
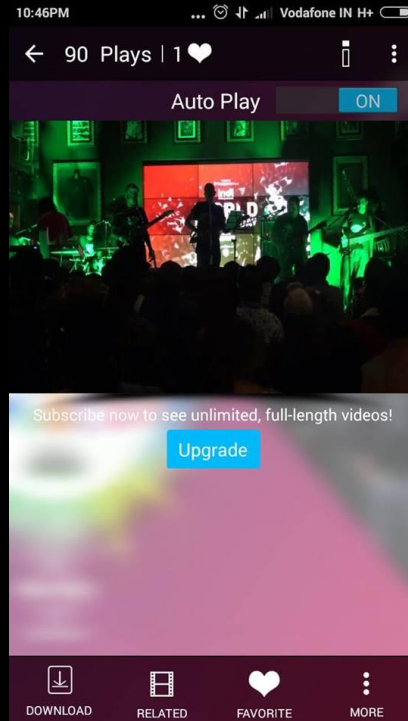
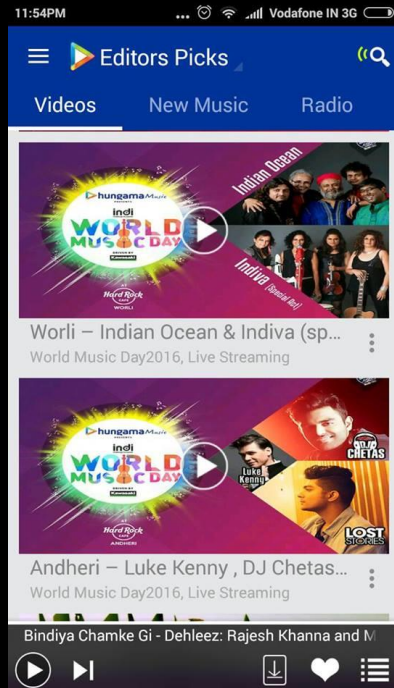
Bisleri Pop is bringing you four new, fizzilicious flavours - PinaColada, Spyci, Limonata, and Fonzo! You'll always stay refreshingly happy with every sip and gulp! If only every day could be a holiday, right? Well, now it can, with Bisleri Pina Colada – a fizzy drink that has flavours of pineapple, 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.

INVOLVE
YOUR SENSES
CAR PERFUMES

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*

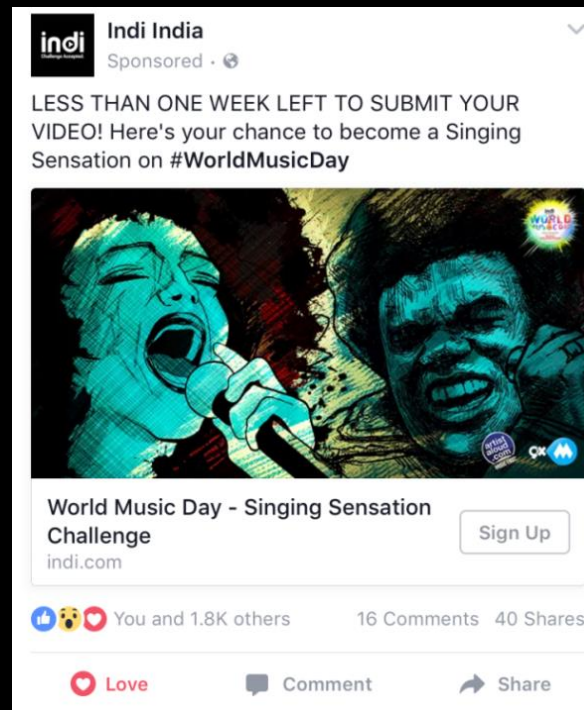
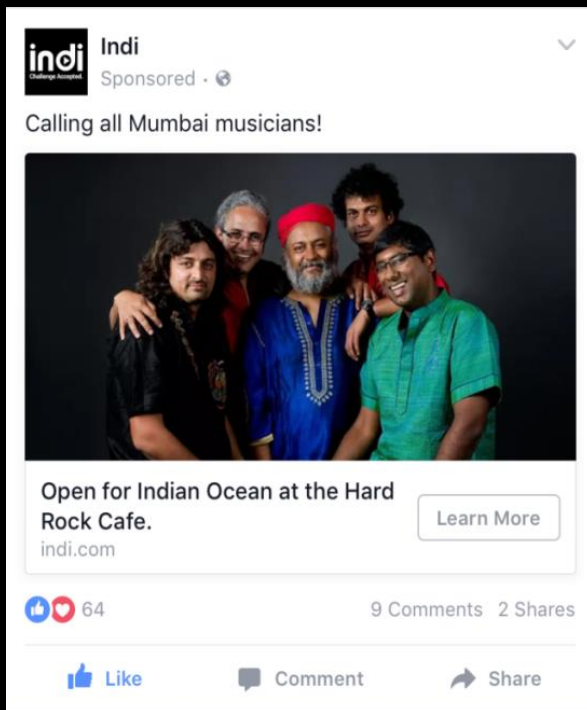
➤ *For the first time Hungama Music did Live streaming of the 5 concerts simultaneously at the same time*



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."



Before

After



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

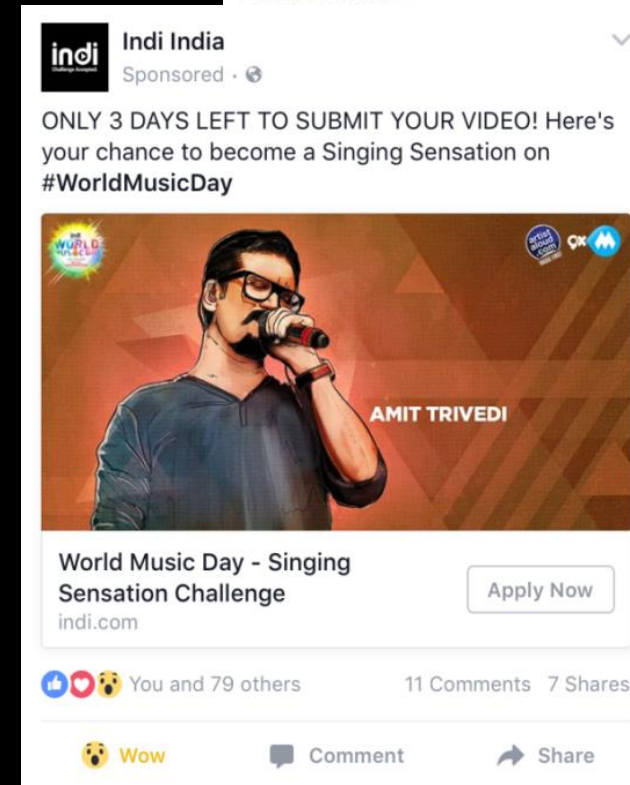
[#IndiChallengeAccepted](#)

Just started trending

[Udda Punjab](#)

12.8K Tweets

#IndiChallengeAccepted – Twitter Trending Activity



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



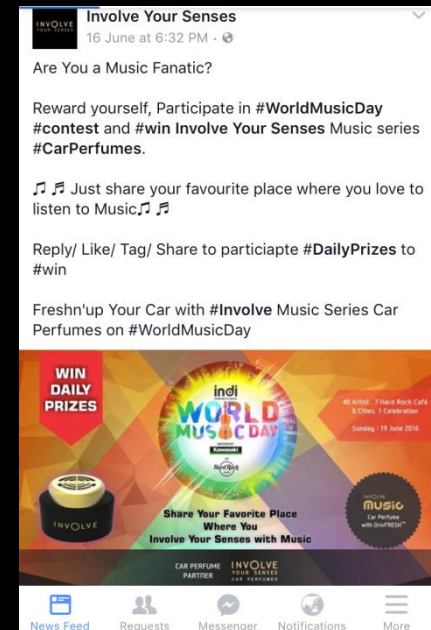
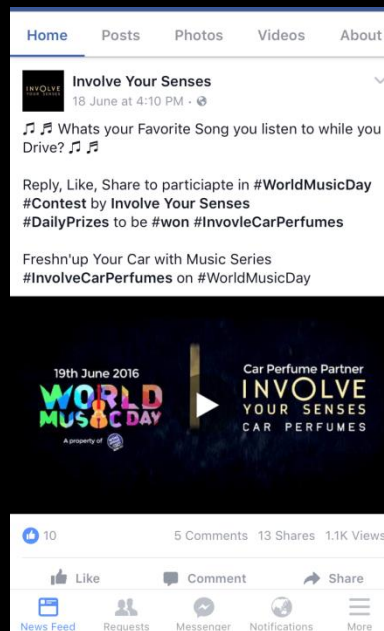
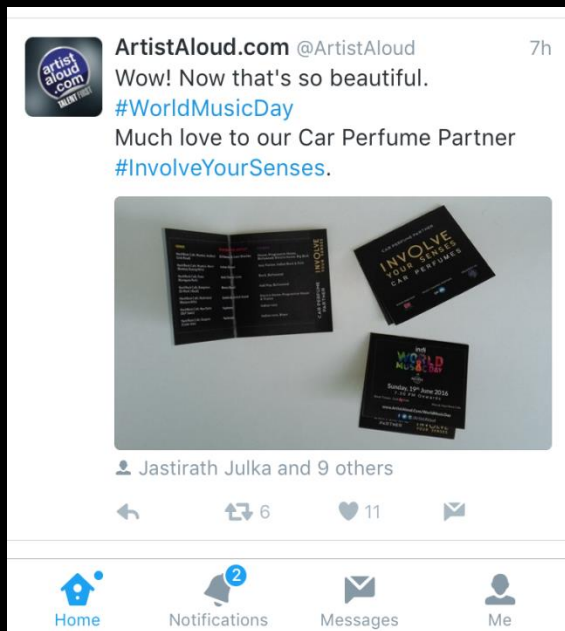
Brand Integration

- *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













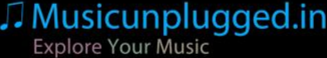






Involve your senses was the “Car Perfume Partner” for the Event



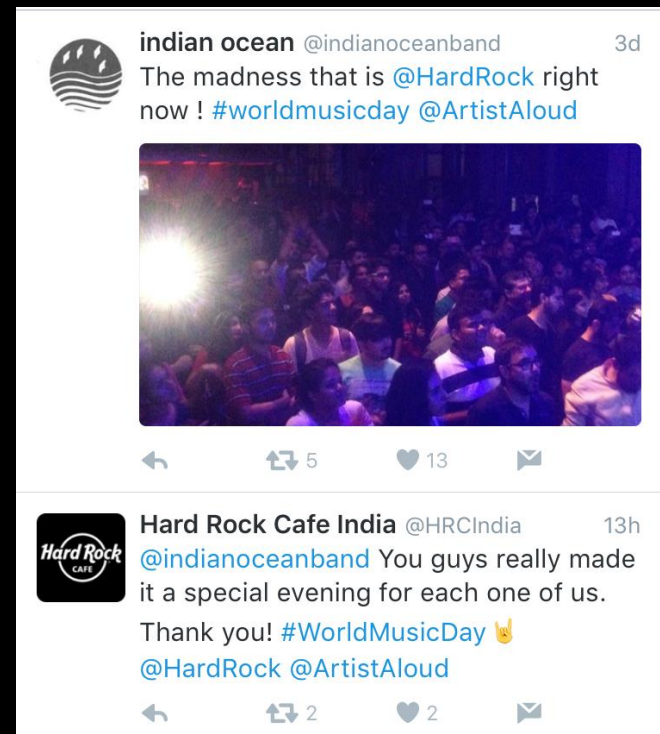
Brand Integration

- *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

Music Channel Partner 	Radio Partner 	Multiplex Partner 	Cinema Advertising Partner 	Venue Partner 
Outdoor Partner 	Food Search Partner 	Car Perfume Partner 	Beverage Partner 	Official Ticketing Partner 
Promotional App Partner 	Online Promotional Partners 	Online Promotional Partners 	Online Promotional Partners 	Prority Partner 
Online Media Partner 	Promotional App Partner 	Promotional App Partner 	Promotional App Partner 	

And the Expectations
are Higher for Next
Year!!



See You at Next Event

Connect with us to know more !!



THANK YOU



/ ArtistAloud