

ALL ABOUT MUSIC

200+ SPEAKERS



9 SOLD OUT EDITIONS



9,500+ ATTENDEES

SUMMARY

BALLROOM 1

DAY ONE

Keynote: Indian Music Overview

Vikram Mehra (Saregama) highlighted that the Indian music industry generates around ₹35,000 crore, with subscriptions, concerts, exclusive marketing, and paid content as key revenue drivers. He urged labels to invest more in production and move away from free content, stressing that Indian consumers will pay for music. He also addressed AI's growing role, noting the need for fair licensing, monetization, and transparency, while emphasizing industry responsibility, piracy control, and nurturing young talent.

Fireside Chat: Beyond the Beat – IPRS & YouTube Powering India's Musical Legacy

The session with Rakesh Nigam (IPRS) & David Sheils (YouTube) highlighted IPRS's transformation since 2017 to secure royalties for artists and educate authors and composers about their rights. Song tcamps are fostering collaboration, while YouTube remains a major monetization platform despite challenges in royalty claims. Discussions focused on subscriptions, licensing, and strengthening creators' ability to monetize their work.

Fireside Chat: Saregama – Building a Modern Entertainment Powerhouse

The session with Vikram Mehra (Saregama) and David Sheils (YouTube) traced Saregama's evolution from a catalog-driven company to an IP-driven one, marked by the success of Carvaan in 2017. Focus areas include regional content-long and short-form, IPs, live music, and innovative marketing. The company emphasized the growing importance of paid subscriptions and the scale of Indian-origin content.

Spotlight: EY-BookMyShow Coldplay Report

Raghav Anand (EY) noted that India hosts over 30,000 live events annually, with the Coldplay concert showing the economic & tourism impact. He gave the audience insight into the Coldplay concert, the global attention it received, footfall and revenue growth, collective partnerships and cooperation of the local workforce, and the various success points that made it possible.

Red Talk: Chaar Diwaari

Chaar Diwaari (Artist) had a quirky take on shaking the narrative and reinterpreting culture, indulging in thought, rebuilding identity, and using creativity as a muscle to build that identity.

Panel: Levelling Up the Art of Live

Himanshu Vaswani (4/4 Experiences), Jash Reen (Wolves Visuals), KAVYA (Artist), Aaquib Wani (AWD), Naveen Deshpande (Mixtape), and Aabhas Kamble (TM Ventures) discussed stage design, festival experiences, storytelling, lighting, and sustainability. They also spoke about the varied methods and processes they use, how important it is for an artists' vision and everyone working in the team to align and bring out the best in a live experience. An important touchpoint was that creative directors and artists must push imagination without fear and invest wisely.

Feature: Gaana – Home of True Fans

Indira Rangarajan (Gaana) and Udit Tyagi (Gaana) discussed challenges of India's high-volume, low-ARPU market, where users show strong loyalty to playlists and genres. They emphasized that music should not be free, with most subscribers paying via UPI (97.2%). Paid users value ad-free listening, while frequent replays often signal early viral hits.

Fireside Chat: Future of In-Car Entertainment

The session explored how evolving in-car technology is transforming user experiences. Manjari Upadhyay (Mahindra) spoke on EVs enhancing daily life, Neil Shah (Counterpoint Research) highlighted the role of content and advanced systems, and Karan Grover (Dolby) emphasized immersive 360° audio and rising consumer expectations.



BALLROOM 3

Keynote: Global Overview of Recorded Industry and Fireside Chat Victoria Oakley (IFPI) highlighted streaming growth across regions, with India seeing extraordinary listener expansion in the past five years. She spoke on India's diverse heritage, from jazz influences to Punjabi music, and global collaborations with artists like A.R. Rahman and Def Jam. Emphasizing the democratization of music through streaming, she called for protecting artists' rights, responsible AI use, & collective action by labels, governments, and fans to secure fair value and global recognition for Indian talent.

Panel: Keeping the Act Alive

The panel moderated by Debayan Deb along with Amit Kilam (Artist), Ashwin Gopakumar (Artist), Dhruv Singh (Pagal Haina), Raman Negi (Artist) and Yama Seth (Level House) highlighted that strong music and authentic fan relationships are the foundation for bands. Touring, merchandise, and global outreach drive sustainability, while management support is important but secondary to artistic integrity. Speakers emphasized storytelling, building intimate fan communities, patience in catalog-building, and the unique joy of live instruments. They envisioned sustainable, globally relevant Indian bands rooted in authenticity.

Spotlight: Ed Sheeran in India – A Cultural Impact Story

Shilpa Bhatia (Warner Music India) and Akshay Shetty (Warner Music India) discussed how Ed Sheeran built an authentic bond with India through viral moments with Arijit Singh and Shah Rukh Khan, TV appearances local experiences, and a Mumbai concert with 55,000 fans. Sapphires, conceived partly in Goa, became JioSaavn's fastest-rising hit, fueled by love before numbers. They emphasized that Ed lived the culture before marketing it, proving authenticity and storytelling can turn music into a cultural movement.

Panel: Next Chapter of Music Streaming: Plays to Paychecks

Prashant Dogra (PDL), Rishabh Gupta (Amazon Music India), Sumit Aggarwal (Mirchi & Gaana), Viral Jani (UMG) & Vinay Guwalani (Saregama) moderated by Roohay Shukla (Believe) discussed the shift from cassettes to streaming and the push for fair monetization. Key themes included Bollywood's dominance vs. the rise of independent music, regional language growth, playlists as the "soul" of platforms, and the need to convert free users into paid subscribers especially in tier-2 markets. Speakers stressed ethical licensing, superfans, merchandise, & regional strategies to build sustainable ecosystems and long-term growth.

In Memoriam: The Life & Times of Miti Adhikari

Ananda Sen (Artist), Neel Adhikari (Music Director), Nishit Arora (Jamsteady, Skinny Mo's Jazz Club), and Suyasha Sengupta (Artist) honored producer Miti Adhikari, recalling his vision, mentorship, and lasting influence. They shared personal stories of his guidance from quick recording sessions and studio discipline to building artistic confidence and courage. Revered for shaping global acts like Nirvana and Coldplay, Miti also transformed the soundscape of Indian music. Moderated by Arjun S. Ravi (Writer.)

Fireside Chat: A State of Trance – The Armin van Buuren Phenomenon

Nikhil Chinapa (Submerge Entertainment) and Rodney Kolf (Armada Music) reflected on Armin van Buuren's A State of Trance and the evolution of dance music over 25 years. They highlighted passion, dedication, and ethics as essentials for success, noting Armin's unique blend of music and community—whether through intimate three-hour sets in Delhi or engaging fans on Discord. Building cult fanbases, curating meaningful experiences, and prioritizing genuine connections over commercial gain, they stressed, is what sustains electronic music globally.

Fireside Chat: AI-powered Storytelling with VEO3 & Tribute to KK

The panel with Gourov Dasgupta (CyberpunkStudio), Shaan (Artist), Shreya Mehrotra (Cyberpunk Studio) and moderated by Naren Kachroo (Google Cloud India) explored AI-driven video creation with VEO 3, a tool that empowers directors to control style, characters, emotions, and objects for impactful storytelling. Naren Kachroo explained its accessibility, while Shaan expressed excitement over an AI video of KK—clarifying the voice remained authentic, honoring his legacy. Gaurav Dasgupta likened AI's role to the digital music revolution, giving artists power to craft their own visuals. Shreya Mehrotra highlighted its growing realism and versatility, comparing it to diverse culinary experiences. The session closed with an AI tribute to KK, blending innovation with heartfelt remembrance.



Keynote: From Past to Future – The Enduring Legacy of Indian Music

Javed Akhtar (Artist) reflected on the timeless versatility of Indian music across poetry, folk, and art. He stressed the balance of passion, imagination & craft, distinguishing between creation, rooted in freedom and longevity and marketing, which requires equal creativity despite its insecurity. He also spoke about the shelf life of music today and the importance of economic security in empowering artists.

Panel: India Rising – Building a World-Class Music Economy

The session moderated by Tarsame Mittal (Music Entrepreneur), along with Deepak Choudhary (EVA Live & EVENT-FAQS Media), Dhruvank Vaidya (Spotify India), Dr. G. R. Raghavender (DPIIT, Govt. of India), and Naman Pugalia (BookMyShow) explored the growth of India's live music industry and its potential as a global soft power. Speakers urged artists to encourage audiences to pay for music, while highlighting Spotify's artist-focused model, gaps in infra, and the need for stronger copyright, licensing, and policy frameworks. Audience experience and innovation were also key themes.

Panel: Artist Growth Strategies for Global Breakthroughs

The session with Anirudh Voleti (REPRESENT), Paul Hitchman (AWAL), Rajant Meshram (YouTube APAC), Sat Bisla (MUSEXPO), Sukhraj Johal (Other Agency), moderated by Neeta Ragoowansi (MMF-US & IMMF, NPRES & Women in Music) highlighted that global success relies on collaboration, community, and long-term planning. Rajant Meshram pointed to Kolaveri Di as India's first viral hit and K-pop's rise through sustained investment. Sukhraj Johal stressed global audiences and community building, while Anirudh Voleti (Prateek Kuhad's U.S. manager) emphasized extensive touring, financial discipline, and selective brand partnerships. Paul Hitchman noted the need for trustworthy collaborations, and Sat Bisla underlined consistency, clarity of vision, and K-pop's work with Swedish creators.

Keynote: Reinventing Royalties – Business Models for the AI-Created Music Economy

Neeraj Roy explored the future of royalties in an AI era where 100k+ tracks are uploaded daily. Current royalty systems are outdated (still CD/download era) and need to evolve. He suggested training data levies, output-based splits, and integrated platform payouts. He gave us a view of our future with AI in general, reimagining royalties and the possibilities, bringing in a broader thought process, and treading with hope for the future.

In Conversation: Life Kara De

Padma Shree Adnan Sami (Artist) along with Atul Churamani (Turnkey Music & Publishing) shared how his passion for music began in Lebanon with the piano, supported by his father despite pursuing law in England. Starting piano at 5, performing by 7, and composing by 9, he was shaped by classical, Western, and jazz traditions. Mentored by Pandit Shivkumar Sharma and connected to Ustaad Zakir Hussain, he performed his first concert in Karachi at 18. Entering films with Sargam (1990), his early collaboration was with Asha Bhosle, later working with icons like Amitabh Bachchan, Michael Jackson, and Salim-Sulaiman. He noted that tools like autotune and reverb are simply part of modern music-making.

DAY ONE



In Conversation: India to the World, India into the Future

Sid Sriram (Artist) and Robin James (Apple Music) reflected on how Indian music has long broken barriers, from Ravi Shankar and Allah Rakha at the Montreal Festival to Charanjit Singh's fusion of ragas and electronics. They noted its vast emotional range beyond the "serene" stereotype, citing influences from Ilaiyaraaja and A.R. Rahman to Panjabi MC and Jay Sean. Sid shared his own journey, rooted in Carnatic tradition and Western influences, stressing authenticity over trends. Their vision: India's diversity will shape its global musical future.

In Conversation: Realize To Dust - Breaking Musical Boundaries

Karsh Kale (Artist) shared with Anand Nanivadekar (Author) how experimenting with diverse styles shaped his evolving sound, which he likens to New York City dynamic and layered. He noted that collaborations often flow naturally in creative spaces. Introducing his new album Dust, inspired by the pandemic, he reflected on impermanence and returning to the wonder of sound. Closing with a call for growth, gratitude, and giving back, he emphasized that "everything we build eventually becomes dust."

Feature: Beyond Streams: How Hoopr is Powering Micro-synch Licensing Income

Gaurav Dagaonkar (Hoopr) shared his journey from artist to entrepreneur, stressing India's need for fair music licensing. With 87% of brands and influencers using songs without credit or payment including his own work he founded Hoopr, India's first dedicated licensing platform. Now partnering with 175+ brands and 3,000 influencers, Hoopr ensures fair revenue distribution. Dagaonkar urged the industry to move from "jugaad to legit," valuing rights and building a sustainable ecosystem where exposure doesn't replace income.

Feature: The MLC – Show me the Money!

Indi Chawla (MLC) explained how the U.S. Music Modernization Act led to the creation of the MLC, ensuring fair royalty collection for songwriters. She outlined membership benefits for publishers and artists, including 100% royalty payouts with monthly accounting. Chawla stressed the importance of international song mapping, joining PROs like IPRS, and working with publishers urging artists to fully understand their rights to secure sustainable income.

Red Talk: Shreyas Sagvekar – From Cyphers to Global Stage

Shreyas Sagvekar (Artist) traced his journey from learning dholak and harmonium in Ratnagiri to building Pune's hip hop scene through cyphers and battles. While balancing an IT job and café, he grew his fanbase on YouTube, collaborating with artists like Vedang and Krates on hits such as Taambdi Chaandi. His music has since gained international recognition, including attention from Spinnin' Records.

Feature: The Rise of New Age Music Marketing - Rest in Beats

Darshan Kataria, (Rest in Beats), has supported 300+ artists with 500M+ shares. He emphasized editorial backing, community playlists, and user-friendly curation as stream boosters. Since 2020, social media and influencer collaborations have driven virality, while strong creatives, precise targeting, and sponsor tie-ups help convert listeners into followers. For Kataria, effective music marketing is about balancing strategy with editorial guidance to track, optimize, and scale campaigns in today's dynamic ecosystem.

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BALLROOM 1

Keynote: Global Publishing & Indian Music's Rise

The session opened with a welcome by Brijal Kachholia, followed by Andrew Gould's (Roc Nation Publishing) talk on global publishing. Gould noted that music is inseparable from culture and daily life, pointing to how genres like K-pop, Afrobeats, and hip hop became global through cultural expression. He emphasized India's growing global influence, with publishing serving as the backbone to protect and amplify music as it crosses borders.

Feature: Havells mYOUsic – From the Streets to the Stage

Saurabh Paliwal (Havells) introduced Havells mYOUsic, launched through AAM to discover and nurture hidden musical talent. The initiative offers a 360° support system with mentorship, growth opportunities, and visibility, rolling out in three cities with registrations via QR code. Born from passion rather than brand focus, Havells mYOUsic aims to empower emerging artists, helping them turn "beats into freedom and refrain" while sharing inspiring stories of musicians they've worked with.



In Conversation: Decoding the Rebel

Ankur Tewari hosted Papon in a conversation tracing his journey from Assam to a renowned Indian artist. Papon shared how folktronc, a fusion of folk and electronic music, emerged from his cultural roots and influences, alongside the challenges of early music-making and side jobs. He highlighted milestones like Junali Raati, Bollywood breakthroughs, and collaborations, noting experimentation with AI in Phir Le Aya Dil. The session concluded with a ghazal performance, showcasing his artistry. Papon's journey reflects resilience, innovation, and authenticity, blending tradition with experimentation to create a unique sonic identity.

Panel: Beats and Barriers – The Pulse of India's Electronic Scene

Moderated by Kenneth Lobo (Culture Curator), the panel explored the journeys of India's electronic music artists, including Digant (Artist), FILM (Producer, DJ), Murthovic (Artist), Panelia (Artist), and Zequenz (Producer, DJ). Each shared how cultural roots, personal struggles, mentorship, and community shaped their paths—from tabla and Carnatic influences to rave culture and DJing. The discussion highlighted persistence, creativity, and collaboration as key drivers behind the growth of India's electronic music scene. Diverse backgrounds and dedication are fueling innovation and shaping the future of India's electronic music landscape.

Fireside Chat: Amongst the Few: The Story of Social and Antisocial

Moderator Girish "Bobby" Talwar (Rebellion Entertainment) explored Riyaaz Amlani's (Impresario Entertainment & Hospitality) vision behind SOCIAL and antiSOCIAL, highlighting their role as cultural community spaces that connect people through music, food and creativity. With over 25 years in hospitality, Amlani emphasized removing ego, embracing chaos as inspiration, and fostering collaboration between artists and audiences. Social and Antisocial go beyond venues—they are ecosystems that nurture community, creativity, and a sense of belonging.

BALLROOM 3

Keynote: Importance of Music Videos in Today's Time

Sun Lee (YouTube) highlighted India's deep connection with music and YouTube's role in amplifying it launching weekly top video charts across languages and championing music videos as vital storytelling tools. She emphasized YouTube's mission to help artists thrive by fostering engagement and sustainable careers, citing hits like Run It Up, Shaky Shaky, and Aaj Ki Raat. Lee also spotlighted generative AI tools that let artists bring stories to life without high production costs, closing with optimism for the industry's future.

Fireside Chat: Opportunities for Independent Artists in Asia

Cyrus Chen (TuneCore) and Akhila Shankar (TuneCore) discussed Southeast Asia and India's evolving music scene. Cyrus highlighted the region's diversity and how countries like Indonesia, Thailand, and the Philippines blend folk with electronic sounds to gain global traction, stressing regional targeting and bilingual collaborations. Akhila noted India's growing global alignment, citing Shaky Shaky and Saiyaara, with tech platforms driving discovery. Both underlined the role of showcase festivals, as Cyrus predicted Asia will be the world's largest music market by 2030, with Mumbai at its heart.

In Conversation: Radhika Das & Caleb Williams on Moments in Music

Radhika Das (Artist) and Caleb Williams (UNIFIED Music Group) explored the power of moments, momentum, and sustaining them. They stressed that consistency builds opportunity, while true moments carry depth beyond social media trends. Sharing examples from keertans to Union Chapel, they highlighted mentorship, discipline, and collaboration, citing Arijit Singh's riyaaz and mantras for growth. Both concluded that music, at its core, connects universally, creating a divine playlist for life's moments.

Red Talk: Mayur Jumani – Finding Music in Everyday Sounds

Mayur Jumani (Artist) shared his journey of turning everyday sounds into music, even creating a tune on the spot from four crowd-given notes—drawing a parallel to life's ability to find meaning in any combination. Though initially steered toward engineering, his passion flourished after applying to Berklee, eventually winning his parents' pride. His quirky COVID-era tracks, from news anchors to daily moments, went viral, but his most powerful memory was bringing joy to a cancer patient through his music. Concluding, he urged everyone to trust their inner voice.

Red Talk: Tanishka Bahl on Finding Her Voice

Tanishka Bahl (Artist) shared her journey from facing self-doubt & rejections to discovering her identity as an artist. The pandemic opened new doors, with YouTube becoming her bridge to audiences and the independent scene—shifting her belief that play back singing or reality shows were the only paths. Guided by mentors and friends, she highlighted the value of surrounding oneself with genuine support. Urging artists to stay vulnerable, evolve, and keep breaking boundaries, she ended on a heartfelt note by singing her mother's lullaby for the audience.

Feature: Access For All – 10 Years of Shattering Illusions

Siddhant Shah (Access For All) spoke about his mission to make events truly inclusive, ensuring people with disabilities enjoy the same experience as everyone else. From sign language interpreters at major concerts like Lollapalooza and Guns N' Roses to braille guides, travel support, quiet corners, and even diaper-changing spaces, his team designs thoughtful solutions that go far beyond entry. His vision of "Access Beyond Borders" highlights how globally integrated efforts can make every event welcoming and enjoyable for all.



In Conversation: Shreya Ghoshal & Bishwajit Ghoshal: A Journey of Music & Mentorship

Shreya Ghoshal (Artist) and her father Bishwajit Ghoshal shared their inspiring story. Growing up in Rawatbhata, Rajasthan, Bishwajit recognized Shreya's talent early, nurturing it through practice and competitions that eventually led to Sa Re Ga Ma and her breakthrough in Devdas at just 16. They emphasized humility, discipline, and respect for collaborators, with Bishwajit underlining the role of diction, lyrics, and emotion, while Shreya spoke on balancing riyaaz with staying grounded. Their message to young artists: value mentorship, stay authentic, and focus on the soul of music, not just fame.

Panel: Music Tech in India: Where We Are & Where Are We Headed?

Åsa Carild (Broma 16), Jesper Staffas (Epidemic Sound), Mansoor Khan (Beatoven.ai), Meng Ru Kuok (BandLab), Parizad D (Visual Artist), and Aniket Rajgarhia (Music Tech India) explored India's music tech landscape. Aniket stressed building ecosystems to ease creative work, while Parizad drew from her decade in tech-driven music to highlight funding challenges and the need for community. Meng Ru Kuok emphasized empowering artists through BandLab and mobile-first accessibility. Mansoor shared his path from sitarist to entrepreneur, developing AI tools rooted in ethics and global impact. Jesper outlined opportunities in soundtracking and licensing, and Åsa focused on tech-enabled copyright, licensing, and metadata—calling India's moment ideal for innovation.

DAY TWO

Panel: Publishing in India – Rights, Royalties, and the Road Ahead

The panel on music publishing, moderated by Ravdeep Anand (Fairplay), highlighted its role as the backbone of the industry, covering royalties, sync, metadata, and transparent splits. Speakers including Bhaskar Nair (YouTube), OAFF (Artist), Priti Deshpande (UMG), Ramprasad Sundar (Amazon Studios India), & Rumpa Banerjee (IPRS) stressed the importance of accurate metadata, IPRS registration, and fair composer-lyricist splits to ensure long-term earnings. With the publishing market in India already crossing ₹10,000 crores, the key takeaway was clear: publishing is central to sustaining and scaling India's music industry globally.

In Conversation: Dil Se Dil Tak – Lyrics & Their Importance in 2025

Moderated by Roshan Abbas, the session explored the evolving role of lyrics in today's fast-paced music landscape and the impact of AI on songwriting. Priya Saraiya (Lyricist) emphasized that while quick content pressures writers, lyrics are gaining recognition and AI should be seen as a tool, not a threat. Raj Shekhar (Lyricist) highlighted the balance between creativity and commercial success, while Siddharth & Garima (Screenwriter & Lyricist) note collaboration has shifted online, raising questions about AI shortcuts. Swanand Kirkire (Lyricist) traced music's format evolution and cautioned that market pressures can limit songwriting depth. Lyrics remain central to music, but creators must navigate fast content cycles, proper credits, and AI's influence on originality and creative freedom.

Feature: Sofar Sounds

Ankit Dayal (Sofar Sounds) shared how Sofar Sounds India has redefined live music since 2011, shifting from bar culture to intimate "baithak" experiences. With secret lineups and venues, the platform emphasizes originality, equality among performers, and a strong sense of community. Operating 15 active clubs in India, Sofar offers emerging artists a space to connect deeply with audiences while encouraging support for local talent. Sofar Bombay creates inclusive, intimate live music experiences focused on authentic performances and building vibrant communities.

Feature: BandLab

Meng Ru Kuok (BandLab) shared BandLab's 10-year journey, highlighting its mission to put a music studio in everyone's pocket and remove barriers for creators. With a global community of 100M artists, BandLab empowers musicians to create, grow, and earn, while supporting emerging markets like India, its second-largest audience. BandLab democratizes music creation, builds a worldwide creative community, and provides tools for artists to thrive.

In Conversation: Anish Sood to Anyasa – An Artistic Pivot

Shilpi Gupta (Programming Co-lead, AAM) hosted Anyasa (formerly Anish Sood), who shared his journey of artistic reinvention and finding his identity in electronic music. Rooted in house and techno, Anyasa embraced a new persona during the pandemic, releasing his debut EP Kaya and joining Anjunadeep, a label he values for its community & resonance. He highlighted the role of creativity in performance and visual presentation, performing a track live at the conference. Anyasa's journey showcases courage, resilience & authenticity, proving it's never too late to reinvent oneself.

In Memoriam: Zakir Hussain – The Maestro, The Mentor, The Man

Moderator Atul Churamani led a tribute to maestro Zakir Hussain, featuring personal stories from Karsh Kale and Salim Merchant. Karsh recalled meeting Zakir at age seven, highlighting his encouragement, spontaneity, and transformative presence in Tabla Beat Science. Salim shared memories from his first performances and recordings, admiring Zakir's humility, work ethic, and deep love for India. Zakir Hussain's warmth, artistry, and mentorship continue to inspire generations, leaving an enduring legacy in music.

DAY TWO

In Conversation: Tum Hi Ho

In a heartfelt conversation with Karan Grover (Dolby Labs), composer Mithoon reflected on his journey and the making of Tum Hi Ho. Inspired by his father, a veteran composer, Mithoon described music as an Aamad—a gift from a higher place rather than a calculated effort. He shared how he never chased hits but envisioned songs as a blend of imagination and technicality. With Mohit Suri, he often spoke about life more than music, and that honesty shaped songs like Tum Hi Ho. He emphasized cinema's collaborative nature, with the director as a core creator. For him, music is about emotion, not construction. Returning to the stage after 12 years, he values both applause and silence, urging young artists to embrace music as joy and process over recognition.

Feature: SortMyScene

Dhruva Patodia (Sort My Scene), shared how the platform grew from London-inspired beginnings to India's fastest-growing ticketing company. Facing early rejections, the team built trust by partnering with venues and supporting both underground and premium scenes. Their breakthrough came with Russ's post-COVID India concert, leading to collaborations with artists like B Praak. Focused on nightlife and parties—not cricket or films—Sort My Scene now promises innovations that could redefine India's nightlife.

Spotlight: Gamifying Music Consumption

Mark Smith (Music NT) and Rashmi Dhanwani (Festivals From India) explored how Sound Rewards can reshape community building in music. They explained how artists, fans, and brands can connect through merchant-led quests at festivals, making live experiences more dynamic. Mark stressed the power of data in evolving brand-audience relationships, while Rashmi highlighted India's unique challenge, onboarding venues and festivals for inclusive growth. Together, they envisioned tech-driven engagement redefining music and cultural communities.

Panel: Scene Starters: Breaking Through in the Early Years

In a candid talk, Deepti Jasti (YouTube), Kushagra (Artist), Sudan (Artist), TrickSingh (Artist), Vidya Venugopal (Articulture), and Arjun Shah (Shark & Ink) reflected on their paths in music. TrickSingh shared how self-management and resilience helped him grow from small gigs, while Kushagra credited KK's inspiration, parental support, and patience. Sudan emphasized music as joy over fame, rooted in consistency and self-discovery. Vidya spoke on authenticity, patience, and community-building, noting music's reach beyond streaming into brands. Deepti highlighted YouTube's role in driving artist growth through strategy and data. Together, they urged artists to stay authentic, persistent, and community-focused.



In Conversation: Kratex & Dhanji on Music, Risks, and Growth

In this conversation moderated by Nikhil Nerkar (YouTube), Kratex (Artist) shared how Tambdi Chamdi became a turning point, crediting Shreyas's faith in its vision. He spoke about standing firm on originality, the role of supportive managers, & storytelling in music videos, while revealing his dream of building India's biggest Marathi festival. For Dhanji (Artist), risk-taking shaped both life and music, from 20-person shows in Gujarat to crowds of 1,000. Trusting his team, he focuses on videos that elevate songs and is now working on his second album. Both artists urged peers to trust their journeys.

Feature: Joyful Choir

Anuja Mhatre (Music Therapist) and Krishnan Sivaramakrishnan (Joyful Choir) shared their work teaching differently-abled students, including autistic learners, to express themselves through music. They highlighted how choir performances foster unity and joy, showing progress through confidence and connection rather than perfection. Videos of the students performing captured their growth and self-assurance, with Krishnan concluding on their behalf: "I am here, and this is my voice." Their journey showcased music's transformative power in building confidence, community, and self-expression.

Fireside Chat: Immersive Entertainment Technology

Ralph Simon (Mobilium Global) and Ty Roberts (FanTracks) explored how immersive technology is reshaping entertainment, blending virtual worlds, storytelling, and emotional connection. He showcased projects like digitally reviving legends such as Mohd Rafi, Lata Mangeshkar, Frank Sinatra, and Elvis through AI avatars, alongside anime-themed live events where characters interact with performers. With Japan leading in AI avatar tech and India's special effects industry scaling globally, Roberts emphasized that AI-driven immersive experiences can preserve authenticity while opening new creative eras for music and live events.

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DAY THREE

Keynote: Momentum: India's Live Entertainment Surge

Samit Garg spoke on the evolution of India's live entertainment industry, noting over 4,500 paid attendees as a sign of its strength. He described India entering "Industry 2.0," where international acts now share stages with indie, folk, and mainstream artists, supported by the cultural economy and government. Highlighting audiences' strong spending power and the rise of music tourism, he urged collaboration and reimagining festivals inspired by global models like Coachella, ABBA Voyage, and Wonderland. India's creative and cultural momentum positions it for a global breakthrough in live entertainment.

In Conversation: The Sounds of South's Cinema

The session brought together Sunny M.R. (Artist & Music Entrepreneur) and Santhosh Narayanan (Film Composer & Musician) in a candid conversation. Santhosh traced his journey from DJ and producer to a breakthrough with Rajinikanth, spoke about experimental hits like Enjoy Enjam, his admiration for Clinton and Ilaiyaraaja, and upcoming projects including Coke Studio. He also shared personal reflections on collaborating with his stepdaughter Dhee and opened up about his private studio—an intimate space for creativity and collaboration.

Red Talk: Osho Jain on Finding Inspiration Through Music & Poetry

Osho Jain (Artist) reflected on his journey in music, sharing the struggles, turning points, and inspirations that shaped him. Through songs and poetry, he described his music as an intimate mirror of life—ranging from love ballads like Tu Aisa Kaise Hai to socially conscious tracks like Kya Kareng. The session closed with a heart-felt live performance.

Panel: Mapping Malayalam Music's Momentum

Moderated by Ashish Jose (Imaginary Frnds), the panel explored the rise of Malayalam music, highlighting collaboration, rights, and the role of labels. Sai Prabha (Think Music) emphasized OTT's influence and balancing audience demand with new sounds. Dabzee (Artist) shared his independent journey and focus on ownership rights, while Vinayak Sasikumar (Artist) spoke about the pressures of lyric writing and creative persistence. Sushin Shyam (Artist) recalled struggles and how real-life moments inspired hits like Illuminati. Together, they showcased how experimentation and new platforms are reshaping Malayalam music.

Feature: Why Do We Need Music Industries Education

Sareeta Ginda (University of Westminster) emphasized why studying the music industry matters, showing how music shapes identity, subcultures, and everyday life, from reels to clubs. She highlighted the power of trendsetters, the need for cross-disciplinary approaches, and the role of education in areas like management and copyright. Her key message: understanding the industry is essential because music truly matters, culturally, socially, and economically.

Fireside Chat: Concert Tourism in Assam

Moderated by Tarsame Mittal (Music Entrepreneur), Padmapani Bora (Assam Tourism) outlined Assam's new Concert Tourism Policy, positioning the state as a hub for large-scale music events. The scheme offers subsidies of up to ₹5 crore for seasoned organizers, along with streamlined permissions and upcoming world-class venues. With improvements in hospitality and transport, the policy aims to drive tourism by merging music, culture, and infrastructure while opening doors for both major and emerging organizers.



BALLROOM 3

DAY THREE

Keynote: Middle East Music Market Overview

Paul Pacifico (Saudi Music Commission) shared insights on Saudi Arabia's fast-evolving music market. Once confined to private spaces until 2017, the Kingdom is now hosting global stars at festivals like MDL Beast, which drew 450,000+ attendees. Under Vision 2030, music is positioned as both a cultural and economic pillar, spanning traditional sounds to orchestras. Pacifico emphasized building sustainable ecosystems for artists, labels, and platforms, while strengthening ties with India.

Panel: The Cultural Renaissance of North East India

In a discussion moderated by William R. Basaiawmoit (Artist), artists reflected on the cultural renaissance of North East India. Alobo Naga (Artist) highlighted music as an integral part of life, tracing his journey from cassette releases in 2000 to global recognition, including an MTV Europe Music Award, while stressing the importance of identity and blending folk with modern music. Jeffrey Z. Laloo (The Evening Club) shared the evolution of Shillong's music scene from missionary influences, orchestras & rock 'n' roll to today's vibrant beats like The Evening Club. Shyamkanu Mahanta (Trend MMS) spoke of transforming racial challenges into platforms like the North East Festival and Rongali, linking culture with national growth and Southeast Asia. Reble (Artist) emphasized authenticity, language, and passion, framing her journey as driven by hunger and empowerment.

Panel: Tradition in Transition: Preservation & Progression of Indian Classical Music

Moderated by Anantha R. Krishnan (Artist), the panel explored the evolution and relevance of Indian classical music. Aruna Sairam (Artist) reflected on its roots in the devadasi lineage, calling music both joy and legacy. Kaushiki Chakraborty (Artist) described classical music as a discipline and way of life, insisting it doesn't need preservation but continues to save us. Bickram Ghosh (Artist) highlighted Ravi Shankar's global influence, the guru-shishya tradition, and the pioneering role of classical artists in fusion. Padmanabhan NS (Spotify) shared Spotify insights showing millions search for classical music daily, underscoring its lasting relevance in the digital age. The session closed with a moving acapella that bridged tradition and modernity.

Fireside Chat: Redefining Music for a Digital Era

Karan Taurani (Elara Capital) highlighted music as a rare digital-first industry, with nearly 70% of revenue from digital platforms and strong growth ahead. Kumar S. Taurani (TIPS Industries) reflected on the shift from physical to digital, fast-tracked by Covid—and stressed Tips' commitment to ethical practices and artist rights, moving toward song-based deals over exclusivity. While piracy and the demand for free content remain challenges, he emphasized that quality music fuels the entertainment ecosystem and called for subscription models, global best practices, and collaboration between labels, artists, and platforms to ensure sustainability.

In Conversation: The Music of Saiyaara - From Studio to Stardom

In a conversation moderated by Alaap Goshier (TM Ventures), the panel traced the journey of Saiyaara, with Mohit Suri (Director) emphasizing conviction, authenticity, and collaboration in music-making. Faheem Abdullah (Artist) and Arslan Nizami (Artist) shared how the song was born spontaneously, while Tanishk Bagchi (Artist) reflected on his father's influence, Mohit's mentorship, and the importance of patience and intention. Crediting lyricist Irshad Kamil, the panel agreed that the song's enduring success lies in its honesty, passion, and rootedness in culture.

Feature: Culture First: How Streetwear is Fueling India's Indie Music Movement

Jatin Tambe (Superkicks) spoke about the growing bond between streetwear and India's indie music culture. Once separate, the two now merge to shape a vibrant community. With its "Culture First" motto, Superkicks collaborates by giving back to artists and has built cultural IPs like Good Music Fridays, Don't Tell the Neighbour, Masterclass, Air.-wav, uniting music and street culture.

Fireside Chat: Beyond the Mix: Immersive Audio, AI & Creator Rights

The panel explored how technology, creativity, and rights intersect in today's music industry. Priyanjali Dutta (Walk-Mix) highlighted the rise of AI in music and the importance of protecting creator rights, while Ankur Tewari (Artist) shared how technology has democratized music-making and praised immersive audio for its intimate and collective experiences. Swanand Kirkire (Artist) reflected on past challenges with recording and licensing, linking them to today's advances in AI and immersive sound. Medha Jaisankar (WalkMix) showcased the platform's role in spatial audio innovation. Together, they underscored how AI, immersive audio, and accessible tools are reshaping music creation and raising vital questions around rights and empowerment.

Feature: Decoding Music Success with Music Ally South Asia

Amit Gurbaxani (Music Ally) introduced Music Ally South Asia, a knowledge and skills-based company that provides context and analysis for decision-makers in the music industry. He shared case studies such as Saiyaara, which gained global recognition, and highlighted marketing strategies that drive songs to success. Using examples like Sapphire, Gulabi Saadi, and Husn, he illustrated how behind-the-scenes insights shape promotional impact. He concluded by inviting participants to engage with Music Ally South Asia.

In Conversation: Music Video Renaissance in Regional Music

The panel highlighted how regional music's growth is being fueled by music videos and YouTube. Nitish Srivastava (YouTube) raised questions on costs, audiences, and global potential, while Durgaram Choudhary (RDC Media) stressed creativity and storytelling over budgets in reaching listeners worldwide. Honey Trouper (Artist) called videos central to cultural identity and connection, noting his own journey began with a simple online upload. The discussion emphasized that authenticity, not scale, drives impact—making videos vital to regional music's rise.

Panel: Brands Building Cultural Equity

Moderated by Varun Khare, the panel explored how brands build cultural equity through music. Arkaprava Ray (HSBC India) spoke about aligning brand values with live experiences, while Sharan Behl (WMS Entertainment) highlighted the need for authenticity over visibility in today's attention-driven culture. Priti Nayyar (UMG South Asia) emphasized music as a connector across lifestyle and fashion, sharing examples with artists like Anuv Jain. The session concluded that lasting brand equity comes from authentic, value-driven engagement with music and culture.

In Conversation: Harmonizing Horizons – Music, Cinema, and Beyond

In conversation with Ashish Jose (Imaginary Frnds), Ravi Basrur (Composer, Lyricist & Director) shared his journey from humble beginnings to building a 60-member studio team in his village. He spoke about crafting KGF's music through 20–30 revisions, reflecting his persistence and discipline. Using the metaphor of jaggery—"Be like jaggery; ants come to it"—he emphasized humility, community, and staying grounded, even deleting social media to avoid fame's distractions. For him, music is not just sound, but a mirror of life and values.



Fireside Chat: Meghalaya's Global Soundscape – Music, Heritage & Beyond

In conversation with Sabbas Joseph (Wizcraft), Paul Lyngdoh (Minister of Arts & Culture, Meghalaya) traced the state's cultural journey since 2004—from hosting global acts like Scorpions to supporting local bands that performed for President Obama. With over ₹30 crores invested in its music ecosystem, Meghalaya has nurtured hubs like PB, busker culture, and even launched India's first state-backed OTT platform for artists. Rooted in Shillong's rich music legacy and traditions like the soon-to-be UNESCO-recognized living root bridges, the state is blending heritage with modern platforms while exploring film and cultural collaborations across Southeast Asia. The session closed with a stirring performance by the Shillong Chamber Choir, capturing Meghalaya's vibrant cultural spirit.

Red Talk: Finding Her Voice – Pragati's Path in Music

Pragati Nagpal (Artist) shared her musical journey, from finding her voice in a school choir to teaching herself guitar during the lockdown with her father's support. YouTube became her biggest stepping stone, helping her gain confidence, upload covers, and land her first break with Saregama. Moving to Mumbai alone, she went on to collaborate with Armaan Malik and represent India at the Cannes Festival. Calling YouTube her constant ally, she encouraged young creators to keep making music, have fun, and use their art to make an impact.

Feature: Australian Music Market Overview

Esti Zilber (Sounds Australia) highlighted Australia as one of the world's most urbanised and multicultural music markets, with strong government backing through Music Australia. Despite its small population, the sector thrives with \$717M in wholesale sales, \$1.84B in ticket revenue, and discovery driven by Spotify and TikTok. Key bodies like AIR and ALMBC further power the ecosystem. Zilber emphasized that collaboration between Australia and India can unlock significant global opportunities.