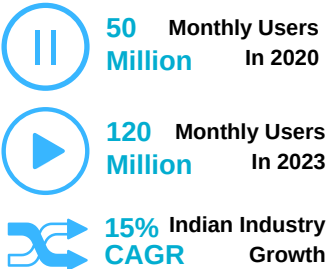
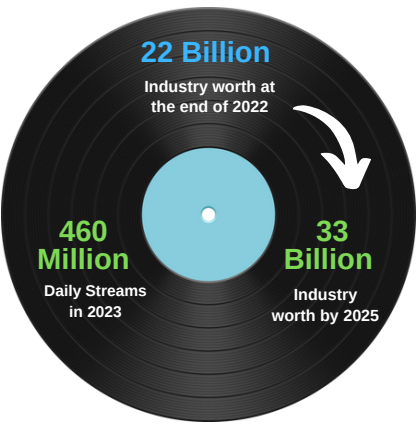


"Contemporary Folk music" a distinct proposition for music labels by TimeTune Records

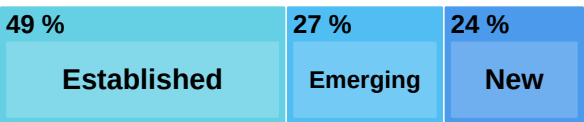
Breaking Down Indian Music Industry - Aao dikhau tumhe gaane ka fanda

Music industry in India

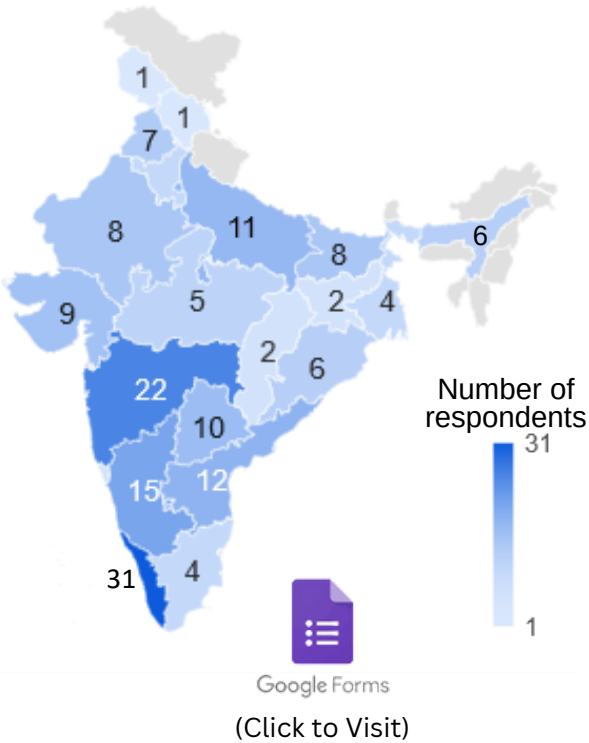


Primary Survey Insights:

- Average Age: **20.4 Years**
- Male:Female **53:47**
- 46% of respondents listen music when feeling relaxed, peaceful, or nostalgic.
- Artist Preference



Survey Participants' Home States



Significance of Folk Fusion

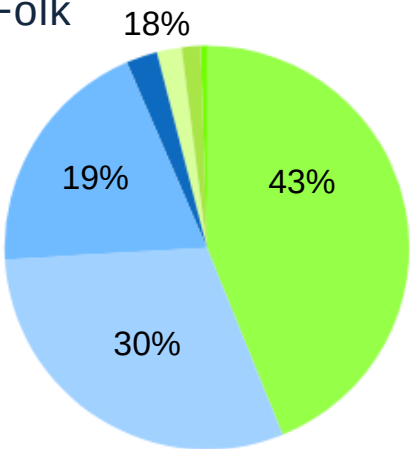
- Study by Indian Music Industry reported **62%** of folk-pop listeners are between the ages of **18 & 24**.
- Spotify reported that folk music streams had increased by over **86%** in just one year.
- Opportunity for fused traditional folk music with elements of rock, jazz, and electronica is tremendous
- This Fusion appeals to young people's sense of adventure and experimentation.

Adapting Industry

- Fanbase of folk fusion artists like **Asees Kaur, Lisa Mishra, & Papon** is predominantly young.
- Bands like **Indian Ocean** is one of the most popular contemporary folk music groups in India.
- Regional Artists like **Raghu Dixit, Aditya Gadhvi, Kirtidan G, Des Raj Lachkani & group** are indulged into making folk music mainstream
- Composers and senior music personalities like **Salim Sulaiman & Amit Trivedi**, have created songs in the contemporary folk genre

Contemporary Folk Blend -Tere Mere Fusion Ke Charche Harr Zabaan Parr

Highest views by Sub-Genres of Folk



Contemporary Folk Bhangra Garba Rajasthani Folk
Pahadi Gazzals Lavani Bihu



According to views per song, Contemporary folk songs like Bhangra, Garba and Rajasthani Folk songs are the most heard



EY reports contemporary folk music market in India is to reach **₹2.1B** by 2025, representing a CAGR of **10.5%**



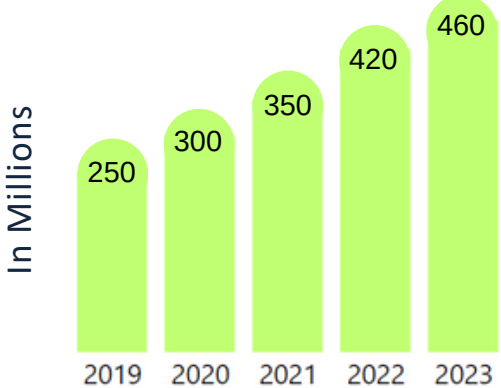
Last 2 years data from Spotify says India's folk music consumption has skyrocketed by **500%**.



According to a 2022 survey by Nielsen Music, folk music was amongst top 5 popular genre among Gen Z listeners

Folk fusion appeal to youth

Folk music streams on Spotify



>45% Indian folk music listeners are under 25 years old.

- Folk fusion songs address relevant social issues, aligning with the socially conscious mindset of youth.
- Folk fusion concerts offer acoustic feel, dynamic energy, & immersive live experiences that youth appreciate, boosting genre's attractiveness.
- Youth today seek diversity in music. Source: Spotify's "Genres in Music" report

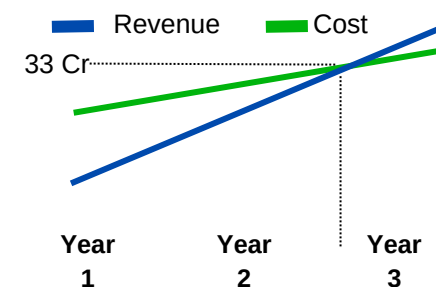
Making Business sense for the label - Yeh hai Business meri jaan

Understanding Costs - Paisa Yeh Paisa

Revenue Source	Per Annum
Income from streamings	4.6 Cr
Music sales (Number of units sold) × (Price per unit)	3.6 Lakhs
Sync Licensing	24 Lakhs
Live shows & Concerts	4.8 Cr
Partnerships & Sponsorships	30 Lakhs
Total Revenue	10 Cr

Costs	Per Annum	Notes
Talent acquisition	4.8 Cr	3-4 Artists
Recording and production	1.8 Cr	For 12 Songs
Marketing and advertising	3.6Cr	For 12 Songs
Royalties & Artist Fees	10% of royalties	--
Distribution and licensing	15% of royalties	--
Office	72 Lakhs	Rent & Ammenities
Legal expenses	48 Lakhs	Fees
Equipment Expenses	60 Lakhs	--
Touring Expenses	1.5 Cr	5-6 Tours

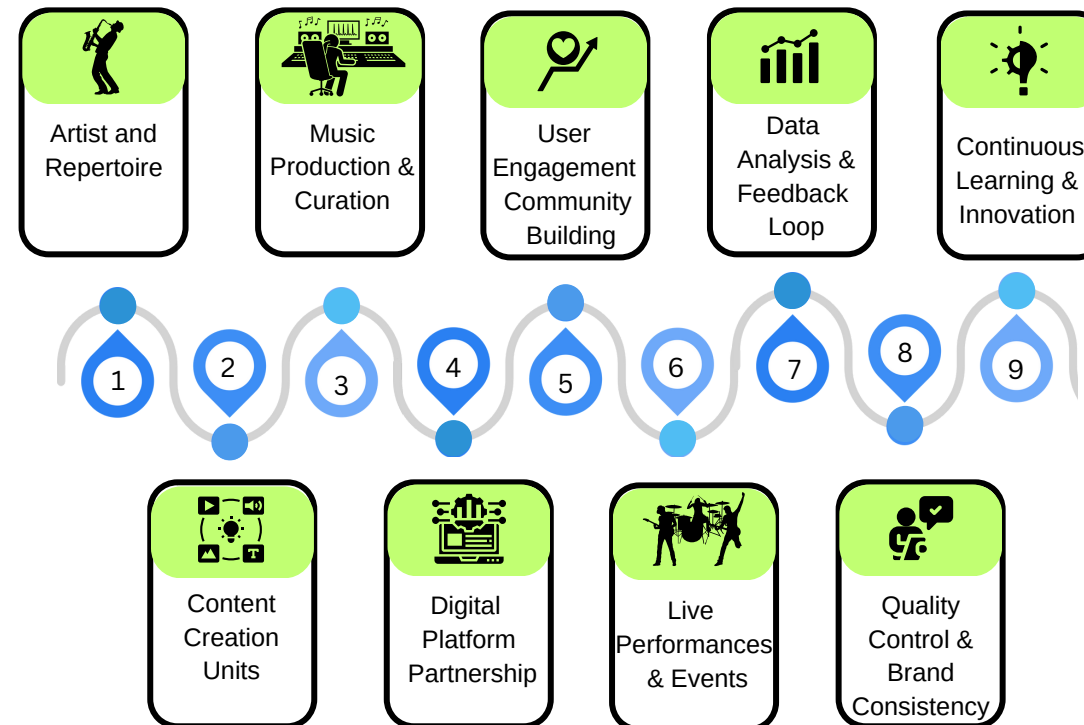
Sum	Revenue	Cost
Year 1	9 Cr	18 Cr
First 2 Years	21 Cr	25 Cr
First 3 Years	33 Cr	31 Cr



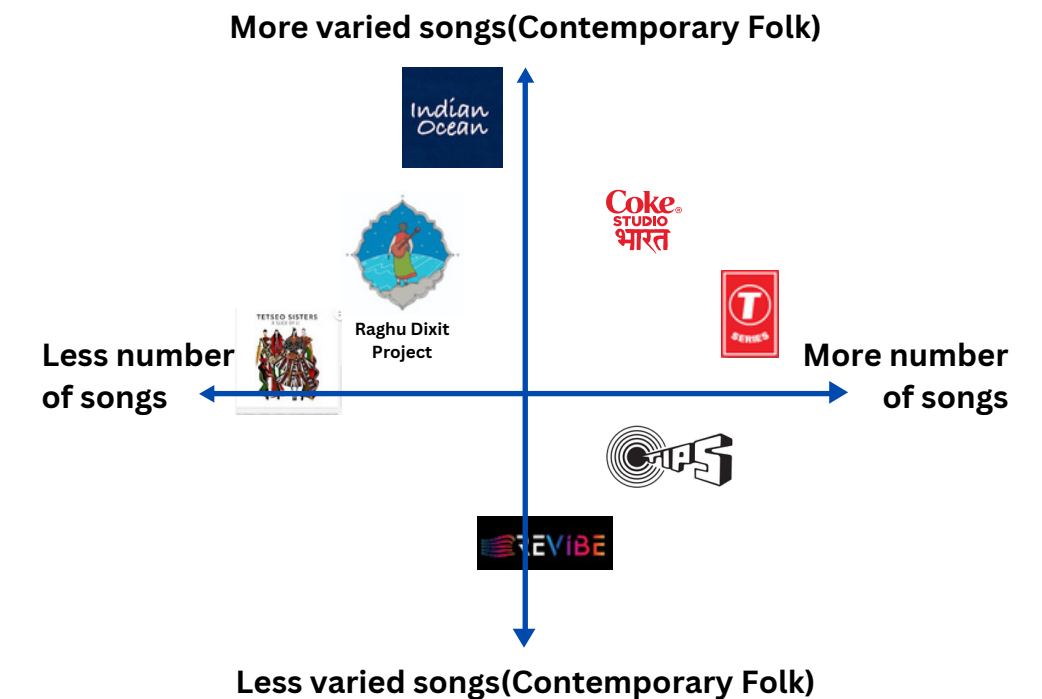
Our Philosophy

- Partner with local artists and producers:** Collaborate to understand the Indian music market and connect with the audience.
- Invest in marketing:** Robust marketing is vital for a music label's success.
- Follow trends :** Stay updated about industry trends. Target segment preferences are evolving rapidly.

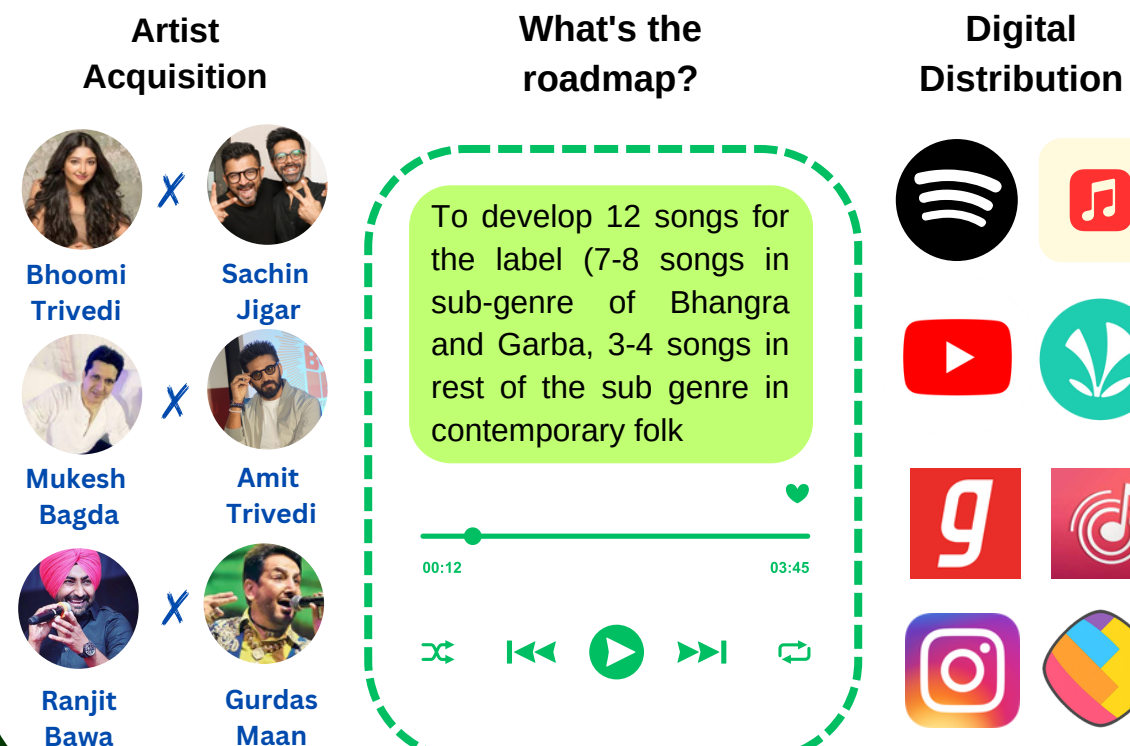
Business Flow



Understanding Competition



Market Development Direction



Indicators of Growth

