

ARE YOU READY TO WITNESS
THE CLASH OF THE FINEST TALENTS
OF CORPORATE EXCELLENCE?

Talentwood 2.0

HUNT FOR THE NEXT
CORPORATE DREAM TEAM

Indian music industry is currently populated by labels who create content for largely traditional Indian audiences above the age of 25. However for the age group below 25, musical preferences and listening habits have evolved over time. Therefore, we would want you to create an independent music label for the age group of 16-24 which has a distinct positioning from the existing mainstream music labels. Please also share your recommendations for the growth plan of this music label created by you

Key pointers:

1) Use primary and secondary research methods to analyse the following

- a) What are listening habits of this age group? What genres do they prefer?
- b) What kind of audio visual experiences do they like?
- c) What languages to tap under the label?
- d) What artists do they like listening to (established/new/emerging)?

2) Evaluate the market size for the label proposed by you.

3) What will be your marketing plan to launch and grow the label?

4) What will be the business plan for this label?

- a) What will be your capital requirement to launch the label?
- b) What will be the cost structure to sustain & grow the label?
- c) What will be the sources of revenue for the label & how long will it take to achieve profitability?

These pointers are general guidelines which will help you develop the business plan.

Any additional ideas/suggestions are always welcome!!

All the best!