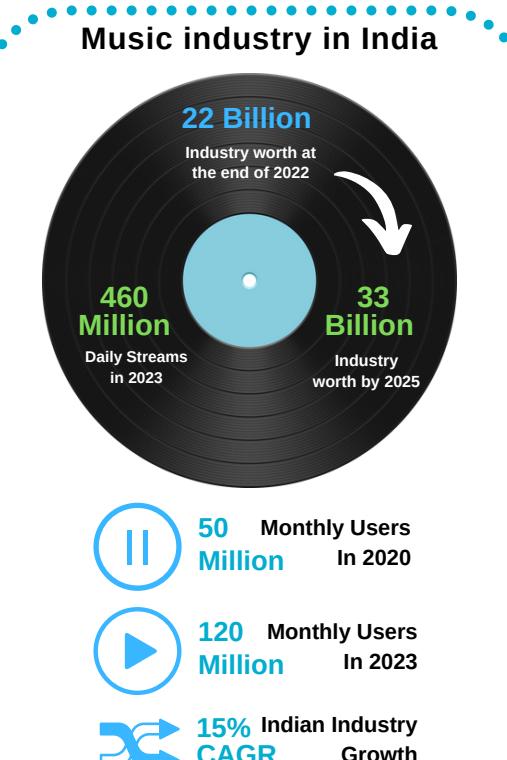


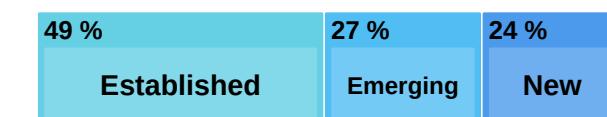
# "Contemporary Folk music" a distinct proposition for music labels by TimeTune Records

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

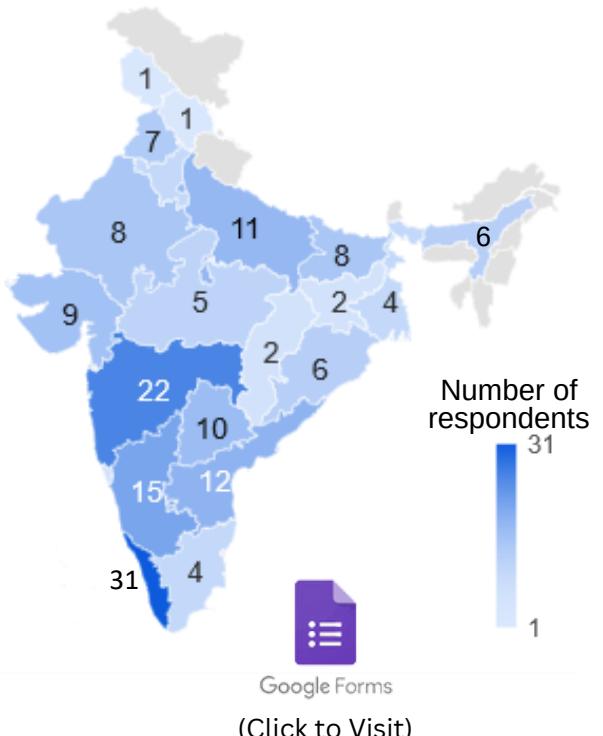


### Primary Survey Insights:

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

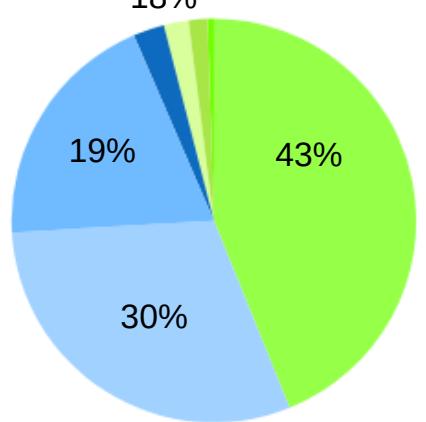


### Survey Participants' Home States



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

### Highest views by Sub-Genres of Folk



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%**.



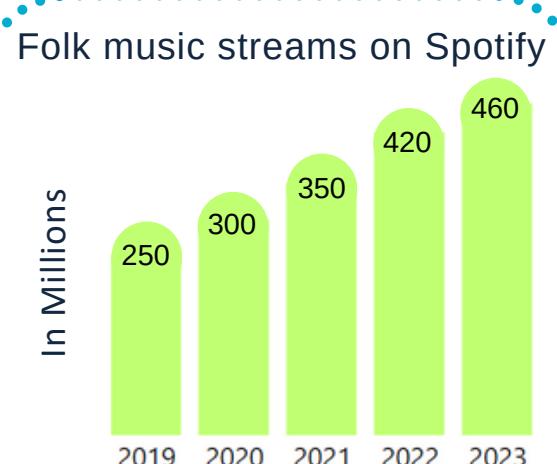
According to a 2022 survey by Nielsen Music, folk music was amongst top 5 popular genre among Gen Z listeners

## 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.



## Folk fusion appeal to youth



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



## Adapting Industry

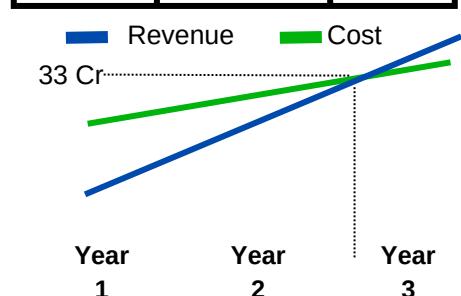
- Fanbase of folk fusion artists like **Asees Kaur, Lisa Mishra, & Papon** is predominantly young.
- Bands like **Indian Ocean** is one of the most popular contemporary folk music groups in India.
- Regional Artists like **Raghu Dixit, Aditya Gadhvi, Kirtidan G, Des Raj Lachkani & group** are indulged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

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

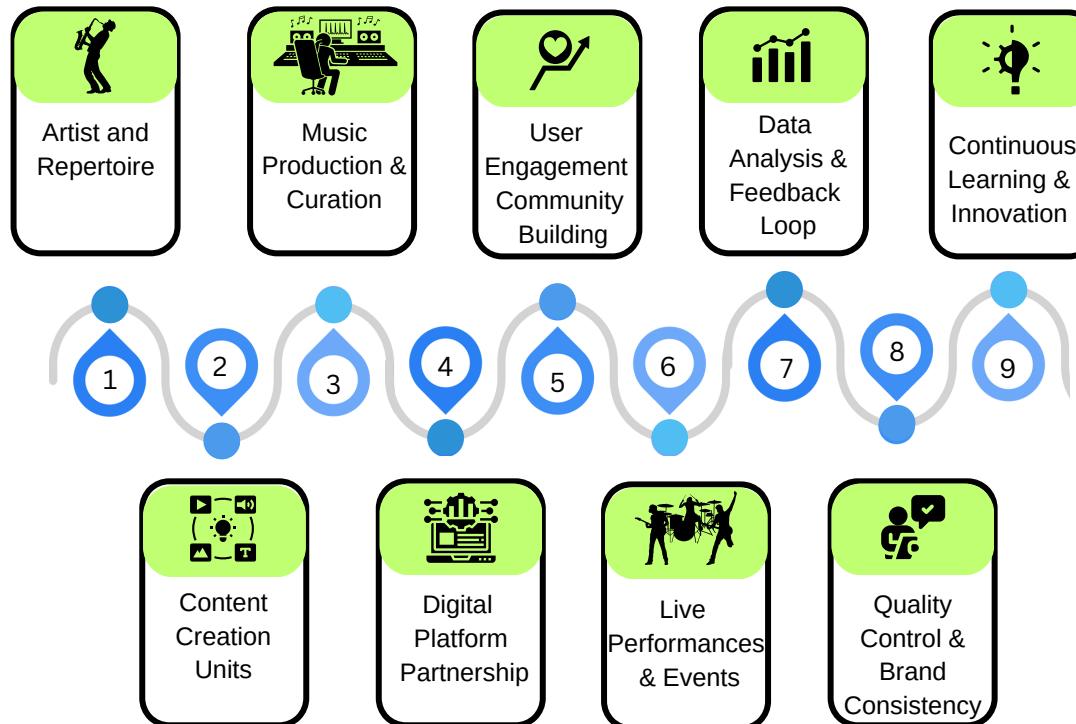
## Understanding Costs - Paisa Yeh Paisa

| 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     |

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



## Business Flow



| 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         |



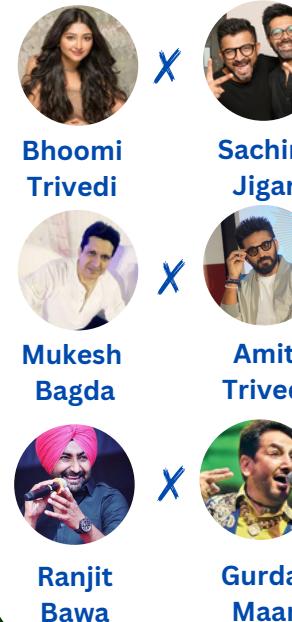
### Our Philosophy

- 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.



### Market Development Direction

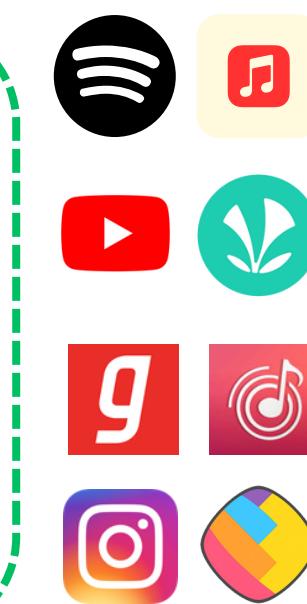
#### Artist Acquisition



#### What's the roadmap?

To develop 12 songs for the label (7-8 songs in sub-genre of Bhangra and Garba, 3-4 songs in rest of the sub genre in contemporary folk)

#### Digital Distribution



## Understanding Competition

More varied songs(Contemporary Folk)



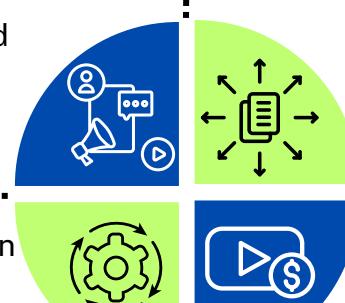
Less varied songs(Contemporary Folk)



## Indicators of Growth

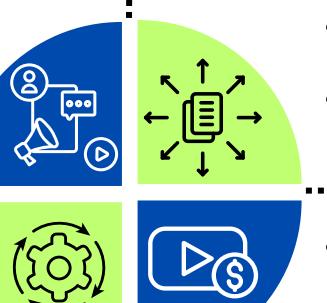
### Marketing & Branding KPI's

- Brand Awareness
- Engagement and Community Building



### Content Distribution KPI's

- YouTube Engagement
- Spotify Engagement
- Social Media Engagement



### Operational KPI's

- Artist Acquisition
- Audience Engagement and Feedback
- Content Production Efficiency

- YouTube Engagement
- Spotify Engagement
- Social Media Engagement

### Monetization Strategies KPI's