

NEXA Music Season 3: Celebrating the power of Indie music in India

- *A unique initiative to provide aspiring independent musicians a platform to showcase their talent alongside Grammy Award Winner and Global Music Icon A.R. Rahman and this season's star acts of King, Raja Kumari and Arjun Kanungo*
- *NEXA Music Season 3 expands its reach to discover and nurture regional music talent, fostering deeper connections amongst music lovers across the country.*
- *Artists can submit their entries on www.nexamusic.com to participate in NEXA Music Season 3.*

New Delhi, 31 May 2024: Maruti Suzuki India Limited (MSIL) proudly announces the launch of NEXA Music Season 3, a transformative platform celebrating the vibrant and diverse indie (independent) music landscape in India.

Music is a cornerstone of the NEXA philosophy, embodying the brand's belief in creating experiences that inspire. NEXA Music stands on the 'Create. Inspire' brand philosophy, catering to the connected, demanding, and evolved urban consumer.

This season, NEXA Music forays into regional music in addition to English music, offering participating artists a unique opportunity to showcase their talent to a global audience alongside superstars such as King, Raja Kumari and Arjun Kanungo under the guidance of A.R. Rahman.

Announcing the launch of NEXA Music Season 3, **Mr. Partho Banerjee, Senior Executive Officer, Marketing & Sales, Maruti Suzuki India Limited**, said, *"NEXA Music is about breaking boundaries and creating extraordinary experiences. With Season 3, we are embracing India's rich and diverse musical landscape. With NEXA Music, our goal is to discover and nurture artists from every corner of the country, bringing their unique voices to the forefront. Under the spotlight of globally renowned musicians like Mr. A.R. Rahman, these artists will create original compositions that resonate globally. We anticipate an overwhelming response to NEXA Music Season 3 as we continue to offer the NEXA global experience."*

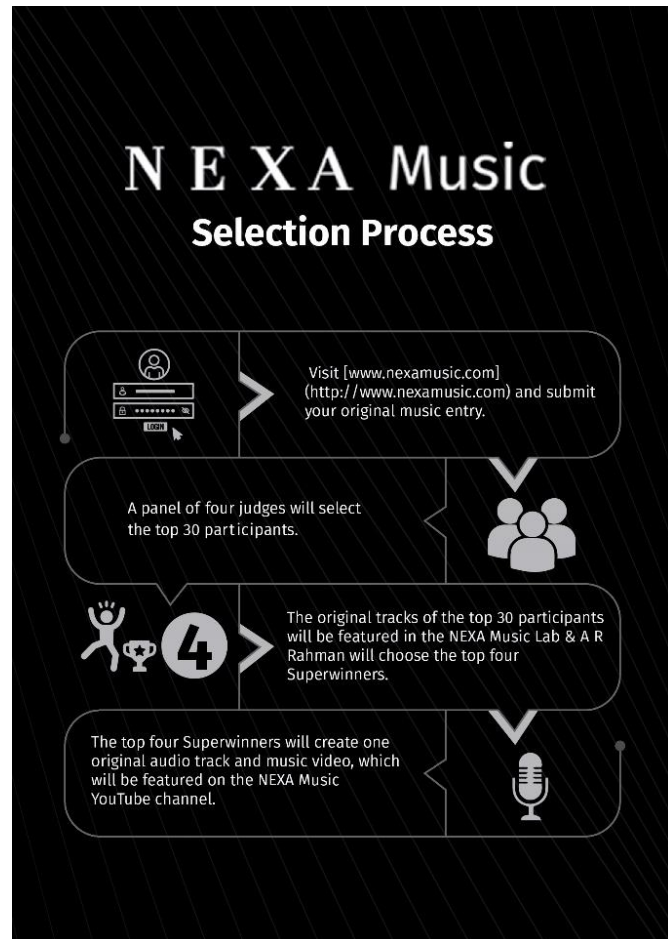
Expressing his enthusiasm, **Mr. A.R. Rahman** commented, *"India is a treasure trove of diverse musical talent. NEXA Music Season 3, in partnership with Qyuki, is an extraordinary initiative to unearth and celebrate both English and regional music from across the country. The last two seasons have given several artists access to global platforms for displaying their talent. I am delighted to be part of this journey and look forward to discovering exceptional talent that will bring the richness of Indian English and regional music to the world stage."*

NEXA Music was originally created to promote and cultivate original indie music talent in India. Seasons 1 and 2 each saw the emergence of 24 standout musicians mentored by global music icon A.R. Rahman supported by Clinton Cerejo. The winners of each season saw their efforts culminating in the release of original tracks and music videos, amassing millions of views on

YouTube and establishing a strong digital presence on leading audio streaming platforms such as Spotify, Amazon Music, and Apple Music.

Building on the robust foundation of the last two seasons, NEXA Music Season 3 will embrace the rich tapestry of India's diverse musical landscape. Besides English music, it will also spotlight artists who sing in regional languages, offering them a once-in-a-lifetime opportunity to create and share their unique musical expressions on a global platform.

Emerging artists from anywhere in India can submit their tracks on www.nexamusic.com to participate in NEXA Music Season 3. The jury comprising A.R. Rahman, NEXA, and Qyuki will shortlist contestants from all entries received. These contestants will be showcased at the 'NEXA Music Lab', which identifies and focuses a spotlight on their talent.



NEXA Music Season 3 will continue to be anchored by its two foundational pillars: **NEXA Music Lounge** and **NEXA Music Lab**.

- **NEXA Music Lounge:** The Lounge will showcase headline performances from top indie artists and winners of previous seasons, who will contribute their original compositions to elevate the NEXA Music platform. Season 3 will feature indie legends including Raja Kumari, King, and Arjun Kanungo in addition to the curator, A. R. Rahman.
- **NEXA Music Lab:** The NEXA Music Lab is where selected participants will receive guidance from international music publishers alongside global music icon A.R. Rahman. Emerging artists will have a platform to showcase their original work, allowing for complete creative expression. This ensures their original compositions and music videos reflect their true artistic vision.

NEXA Music Season 3 promises to be a landmark album, celebrating the depth and diversity of India's musical heritage. By embracing talent across the country, it will continue to redefine the musical landscape, creating a vibrant and inclusive platform for artists to shine.

Artists can click on www.nexamusic.com to participate and submit their entries.

About NEXA

Launched in 2015, NEXA is designed to offer a global car buying experience to customers. Every NEXA experience is a testimony to unmatched hospitality, innovative technology, and a global lifestyle. With over 490 showrooms across 300+ cities, NEXA is the 3rd largest retail automobile brand (in terms of volume). NEXA persistently stays true to its philosophy of 'creating the new to inspire the next' by providing a premium experience to everyone who enters the world of NEXA.

NEXA introduced three experiential pillars which catered to the expectations of the discerning customers; NEXA Music (Creation of Music that is Original and Inspiring), NEXA Lifestyle (Creation of new Lifestyle experiences that are Avant-Garde and Aspirational), and NEXA Journeys (Creation of exclusive Journeys that are Unique). The NEXA product line-up includes a complete range of premium best-sellers – IGNIS, BALENO, FRONX, CIAZ, JIMNY, XL6, GRAND VITARA, and INVICTO. Every vehicle in NEXA is curated with the best of technology, design, and features for customers' delight.

About Qyuki

Qyuki is India's leading Creator Economy company, combining the science of big data along with the art of IP creation to fashion a digital media company for the era of personalised content. The company partners with global players like YouTube, Facebook and Snap for its MCN (multi-channel network) services to artists and brands. Its top tier Creator network has a combined audience across platforms of nearly 500 million viewers clocking 2 billion views a month, offering a market-leading solutioning practice for brands & marketers to engage with audiences.

Originally co-founded by (late) Samir Bangara, Sagar Gokhale, A.R. Rahman and Shekhar Kapoor, Qyuki counts among its backers, many leading institutions including Cisco, InfoEdge, Blume Ventures & BAc Capital. It is India's first company in the space to cross the USD 20 million annual revenue mark and has pioneered the concept of investing in "Creators as Startups" to launch products & services ranging from deodorants and masalas to dance academies and biohacking supplements.

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