



SWEET BEATS PRODUCTIONS PVT. LTD

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MUMBAI, MAHARASHTRA - 400 052

INDIA

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COMPLEX, ANDHERI WEST, MUMBAI,

MAHARSHTRA – 400 053

INDIA

SWEET BEATS LLC

1760 F, AIRLINE HWY, 131 HOLLISTER,

CA, U.S.A. – 95023

A BELIEF

IN THE NEAR FUTURE, INDIAN MUSIC & CULTURE WILL BE ONE OF INDIA'S BIGGEST EXPORTS AND IPR REVENUE EARNER, THROUGH GLOBAL COLLABORATIONS & SYNERGISING OF INDIAN MUSIC - POETRY – FOLKLORE – LITERATURE - DANCE – ART – CRAFT – CLOTHING – HERBS – SPORTS - ORGANIC MEDICINE

INTRODUCTION

SWEET BEATS (www.sweetbeatsproductions.com), takes this opportunity of introducing itself as India's first ever Music & Culture Start Up Company, with the **dream - vision - objective of creating and establishing INDIAN MUSIC & CULTURE as a NEW GLOBAL GENRE, called BHAARAT.**

SWEET BEATS is the manifestation of the “Dream - Vision - Calling” of Maestro Somesh Mathur.

ACHIEVEMENTS AND PERFORMANCE

In the short 24 month period since inception, SWEET BEATS has already established itself as a leading entity across 3 key areas of the music industry:

- Content creation and management
- Artist management (creation and ownership)
- Production and Event management,

and is well on its way to meeting its objectives of enabling Indian artists, becoming global brands and also promoting Indian Folk & Classical music as a global genre, called BHAARAT.

SWEET BEATS is leveraging using a tech platform to gain access to unique artist capabilities and sounds from remote regions/artists in India and the World, therefore creating a unique content base.

It is also a matter of great pride that SWEET BEATS turned cash positive within 12 months of starting up, thanks to its holistic model of catering to the needs of the music industry and artists, globally.

A " CALLING "

SWEET BEATS is an infant Holistic AUDIO – VISUAL CONTENT CREATION, ENTERTAINMENT, and EVENTS' MANAGEMENT Company, created by Maestro Somesh Mathur, who is passionately involved in creating awareness through his Music & Lyrics towards

- **GIRL CHILD {Women Empowerment}**
- **FARMERS CAUSE {A Farmer's Anthem - MAI KISAAN HOON}**
- **MAA SEY HAI TUU MAA SEY HOON MAI {Bharat Mata, Gau Mata(The Holy Cow), and Maa.**

Its also an endeavour towards ending the caste system and bringing about equality in the society},

whilst creating and establishing INDIAN SINGERS / ARTISTES as GLOBAL BRANDS {specially bringing folk singers and artistes into the main stream, who are living in abject poverty and oblivion}, **and simultaneously opening the American music industry to the Indian diaspora of over 1.33 billion people, with over 800 million smart phones...**

SWEET BEATS will soon have approx. 500 original songs (audio) being monetized/sold on its portal, with a roster of approximately 10 global singers being showcased on the site, for sale of content, shows, recordings, endorsements, etc.

GLOBAL PRESENCE & GLOBAL GENRE, BHAARAT

SWEET BEATS (both, India & U.S.A.) has a lot to offer, which is of mutual interest to all, Globally.

Attached is an Excel Sheet of over 200 STAND ALONE songs belonging to SWEET BEATS, with all details.

Its quite impressive.

Maestro Somesh Mathur {artiste, promoter and visionary} also produced the INDIAN ACOUSTIC VERSION of the song ' ISSUES ' for American Pop Star, JULIA MICHAELS, which has been hugely applauded by UNIVERSAL MUSIC, U.S.A. and therefore, Maestro Somesh Mathur is now a REGISTERED MUSIC PRODUCER VENDOR, for UNIVERSAL MUSIC, U.S.A.; One of the few Indians to be chosen for this sort-after position.

The acoustic version of the song ' ISSUES ' peaked at No. 5 on the American Music Charts and was nominated in the 'Best New Artist' and 'Best Pop Album' categories, in Grammy Awards, 2018. By The Divine Grace and Blessings of All, SWEET BEATS is surely heading to be a Ground Breaking Success Story, amongst the " START UP " community, apart from being India's First Ever Music Start Up Company, with ambitious yet achievable dreams & goals.

CONTENT CREATION FOR ALL PLATFORMS FOR ALL TARGET AUDIENCE

1. Documentaries

2. Short Messages

3. Animated messages

4. Videos

5. Text messages

6. Short Films & Advertising Commercials

7. Social causes Web Series

LIVE EVENTS

1. Turn key Live Events for Colleges, Festivals, Govt. Tourism, Corporates, Weddings, Gymkhanas, Award Functions and Overseas Tours/Events.

2. Celebrity sourcing for Campaigns /Events

3. Audio Video presentations

4. All logistics handling for Live Events

5. Artist sourcing for Live Events and enabling Folk Artists to come into main stream

6. Women empowerment live events

7. Minorities empowerment and child welfare events and schemes

CORE ADVISORY TEAM

- Anup Jalota {Legendary Singer, Ex-member of Prasaar Bharti & On The Board of The FTII, from Mumbai, India}
- Atul Churamani {A & R Icon, from Mumbai, India}
- Jayesh Shah {First Angel Investor – from Jaipur, India}
- Amit Mathur (M.D. & Second Angel Investor – from San Francisco, U.S.A.)
- Aneesh Saxena {Senior Consultant and Pitch Deck Creator, from Delhi, India}
- Abhilash Lal {Insolvency Consultant, P.E. Fund and Ex VC, from Delhi, India}
- Dinshah Sanjana {Jazz Guru and M.I. Icon, from L.A., U.S.A.}
- Gyan Saxena {Consultant from the famous fund, THE INDUS ENTREPRENEUR (T.I.E., USA), from Denver, Colorado}
- Rochana Dahanukar (Ghazal legend and Iconic Guru, from Mumbai, India)

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