

# VOIZ<sup>TM</sup>

## INDIAN REGIONAL MUSIC APP



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# CAN YOU BUILD A CAREER IN MUSIC?

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Hi, I am Milind Karmarkar. An Artist on VOIZ, I am a music teacher but my family didn't want me to pursue music as a career. Want to know WHY ?



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# DOES STREAMING REVENUE PAY FOR MY CAB?

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## Problems

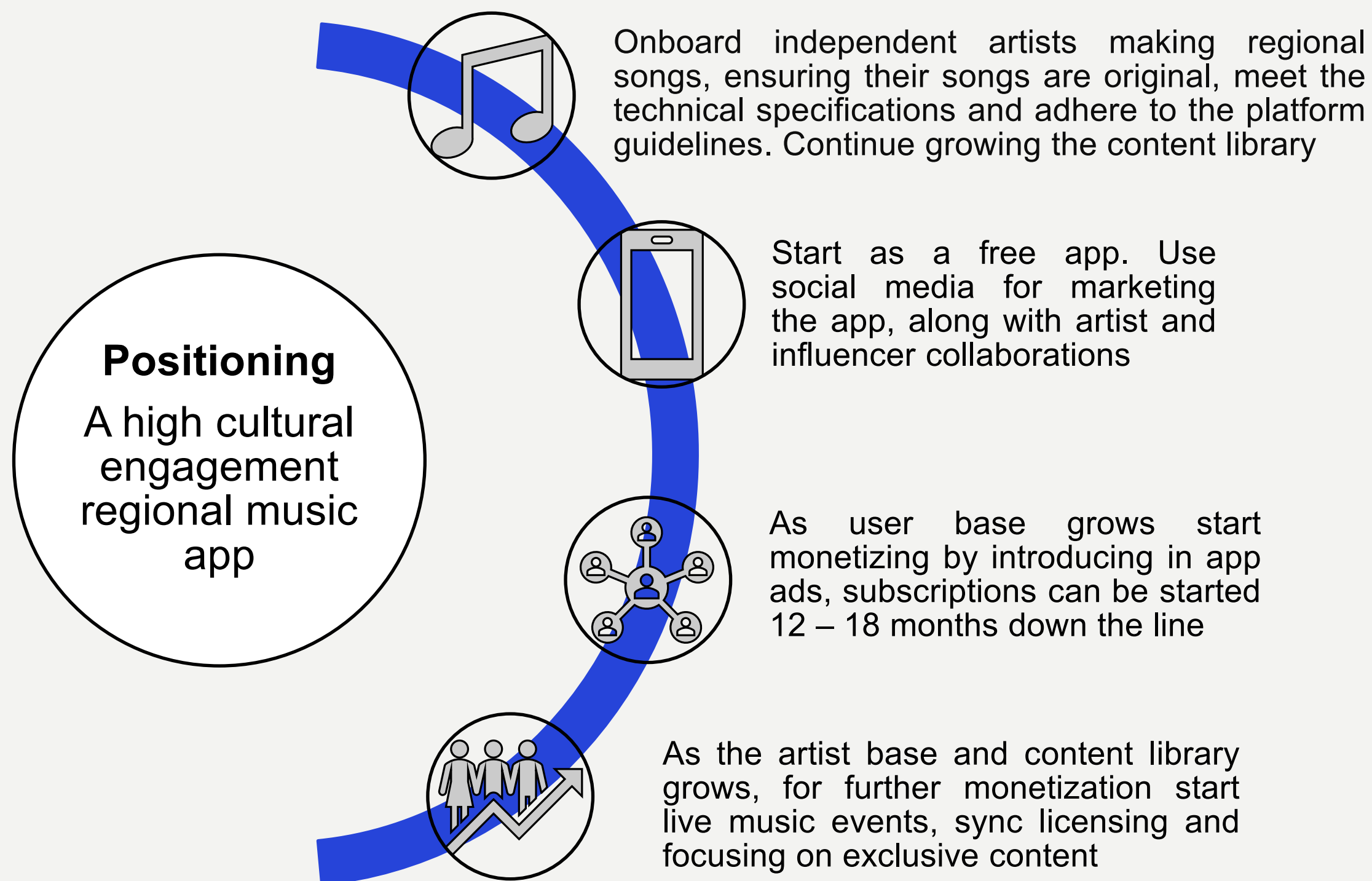
- An artist makes ₹66 per 1000 streams from streaming apps.
- Discovery of independent artists on today's music streaming apps is low.
- Discovery of quality content from these artists on User Generated Content (UGC) apps is very low.
- Artists are not aware of the eligibility criteria for monetizing from these apps.
- Lack of availability of hyper local regional content.

## Solutions

- A music streaming app where only original songs of independent artists, focusing on regional music of India from all genres is brought to the forefront. Connecting music lovers across India with a sense of pride in their cultural identity.
- Allowing the artists to monetize fairly from their content and support their earnings.
- Providing listeners an opportunity to discover new regional artists, through events and sync licensing. Experience the nostalgia and the feeling of belonging to their cultural roots.

# GO TO MARKET STRATEGY


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# REVENUE MODEL

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 Advertisement & Subscriptions

 Events & Sync licensing

 Music Coaching

# MARKET SIZE

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**INR 15,000 CR**

Music streaming revenue 2024

Expected growth rate **17.3%**

(2025-2030)

**37% Non-film**

Music was  
consumed on  
streaming platforms

**INR 9,000 CR**

Live music market size 2024

Expected growth rate **17.57%**

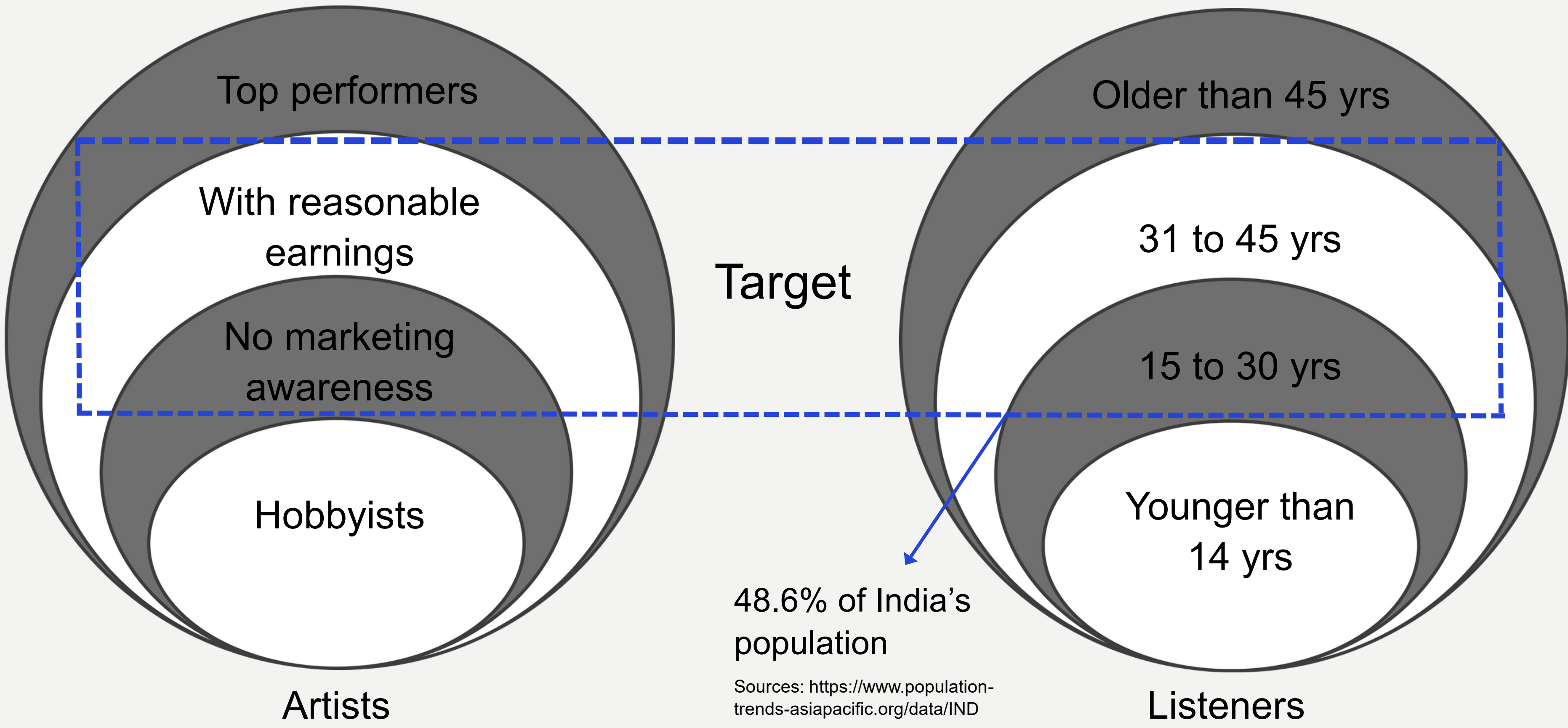
(2025-2034)

**20 CR**

# online music users



# TARGET AUDIENCE



# EARLY TRACTION

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1200+ downloads



156 monthly active users



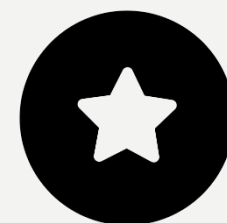
39 artists signed up



6400+ minutes streamed



152 songs available



1300 minutes streamed of top 5 songs

# COMPETITION ANALYSIS

Apps	Sourcing	Marketing Support	Cost for upload	Eligibility for payments	Downloads	Rating
Independent / Regional Music Streaming						
VOIZ	D2C	Yes (Social Media)	None	None	1200+	4.5
Damroo	B2B	Yes (charged)	Yes	Yes	10,000+	4.6
Baahi	B2B	No	NA	NA	100,000+	4.5
Mainstream Music Streaming						
Spotify	B2B	Yes (charged)	Yes	Not mentioned	100 CR+	3.8
Apple Music	B2B	No	Yes	Not mentioned	10 CR+	4.0
JioSaavn	B2B	No	Yes	Not mentioned	10 CR+	4.3
Gaana	B2B	No	Yes	Not mentioned	10 CR+	4.1
UGC						
YouTube	D2C B2B	No	Freemium	Yes	1000 CR+	4.0
SoundCloud	D2C B2B	No	Freemium	Not mentioned	10 CR+	4.5

# Financials (5-Year Projections INR)

Revenue	Mar-26	Mar-27	Mar-28	Mar-29	Mar-30
Advertisement	54,750	1,09,500	3,28,500	6,57,000	10,95,000
Subscription	-	-	3,24,00,000	6,48,00,000	10,80,00,000
(Less) Artists Revenue Share (50%)	27,375	54,750	1,63,64,250	3,27,28,500	5,45,47,500
Net Advertisement & Subscription Revenue	27,375	54,750	1,63,64,250	3,27,28,500	5,45,47,500
Events & Sync Revenue	3,10,000	6,20,000	18,60,000	37,20,000	62,00,000
Music Classes Revenue	4,99,500	9,99,000	29,97,000	59,94,000	99,90,000
<b>Total Revenue</b>	<b>8,36,875</b>	<b>16,73,750</b>	<b>2,12,21,250</b>	<b>4,24,42,500</b>	<b>7,07,37,500</b>
Expenses	Mar-26	Mar-27	Mar-28	Mar-29	Mar-30
IT	15,00,000	35,10,000	85,59,000	99,23,850	1,15,87,928
Marketing	18,12,000	30,06,000	36,47,400	42,53,210	50,65,732
Concert & Music Classes	8,80,000	18,32,000	31,86,800	58,64,820	85,69,543
Gen Ops & Admin	11,26,000	14,63,000	16,96,000	18,24,080	20,82,976
Legal	3,30,000	3,36,000	5,10,000	5,10,000	5,82,000
<b>Total Expenses</b>	<b>56,48,000</b>	<b>1,01,47,000</b>	<b>1,75,99,200</b>	<b>2,23,75,960</b>	<b>2,78,88,178</b>
<b>Profit / (Loss)</b>	<b>(48,11,125)</b>	<b>(84,73,250)</b>	<b>36,22,050</b>	<b>2,00,66,540</b>	<b>4,28,49,322</b>

# TEAM

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**Mriganka Purkayastha**  
**Founder**

14 years experience in consulting and internal audit in BFSI



**Suhas Joshi**  
**Tech Advisor**

IIT Bombay Alumni, 35 years experience in Technology consulting



**Technology Partner**

Vendor for app & website development & maintenance

# FUNDING ASK

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Funds required INR 2 Crores



Utilization towards technology development (40%), marketing (40%), artist onboarding (10%) & operations (10%)



INR 3 Crores in revenue, 300K App downloads, 30K songs on the app

# RECAP

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## Problem

Discovery, visibility & awareness of monetization from streaming apps is low

## Revenue Model

Ads, Subscription, Events & Sync licensing

## Differentiation

Fair & transparent monetization  
Direct upload by artist



## Solution

Music streaming app focused on regional & independent music of India

## Traction

1200+ downloads  
6400+ minutes streamed

## Ask

INR 2 Crores

# THANK YOU



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