

Press Release

NEXA Orchestrates a New Symphony with NEXA Music

Mumbai, January 16th, 2019: Maruti Suzuki India Limited today announced the launch of NEXA Music. It is a first of its kind platform for music aficionados across genres to create original international music of global standards. The unique initiative by NEXA is curated to provide aspiring Indian musicians a platform to compose original lyrics. NEXA Music invites entries from budding musicians across the country to participate. The participants will be mentored by famous music composers and global music icon A R Rahman, supported by Clinton Cerejo.

NEXA Music is based on the brand philosophy 'Create. Inspire' that caters to the constantly connected, more demanding, urban metropolitan and evolved NEXA consumers. This unique platform will harness their potential to create original music. Significantly, NEXA Music is about creating and promoting the original international compositions of global standards that can be presented globally.

On embarking on the new musical journey, **Mr. R.S. Kalsi, Senior Executive**

Director, Marketing and Sales, Maruti Suzuki said, *"We are glad to announce this refreshing new initiative "NEXA Music" to create original international music and discover aspiring musicians. The launch of NEXA Music opens new horizons for musicians and aids us build lifestyle experiences for NEXA customers. This music platform connects to brand NEXA's core belief to create an exciting new world of mobility that is both inspiring and aspiring."*

It is a matter of great honour to be associated with global music icon-A R Rahman, the man who has earned prestigious international recognitions. NEXA Music stands for originality to connect with people beyond borders and barriers. I am confident that NEXA customers will cherish moments from this musical journey."

On the Occasion **Mr. A R Rahman** said, *"NEXA and my company Qyuki share a common goal. We want to provide independent artists creating original English music a real opportunity to be discovered and promoted on a global stage. With NEXA Music any deserving artist stands a chance to collaborate with some of the best bands in the industry to produce music that reaches audiences across the world."*

NEXA Music will kick off with the launch of 4 original tracks sung by acclaimed celebrity artists A. R Rahman, Anushka Manchanda, Nikhil D'souza and Uday Benegal.

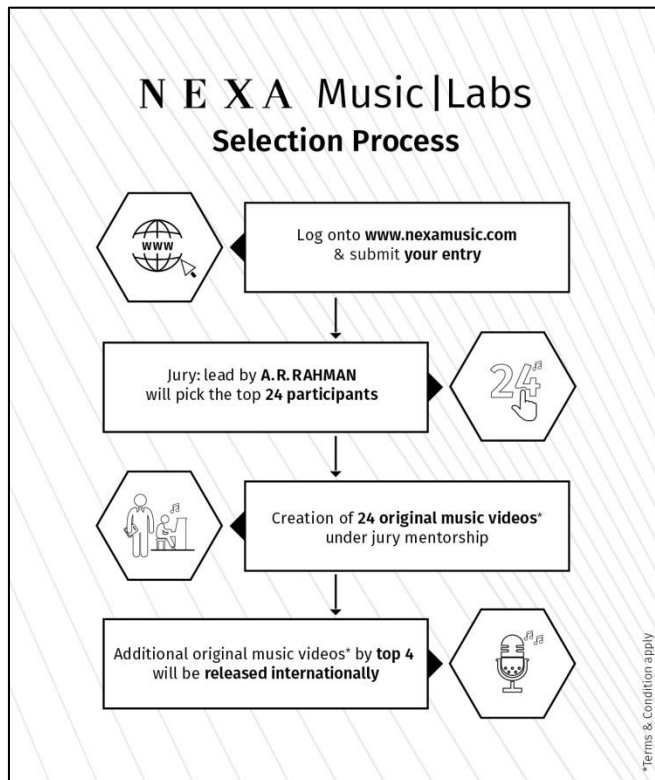
The selection criteria for the NEXA Music is that the contestants need to share their original music composition (Unreleased/ not promoted songs) at the NEXA Music website. The jury comprising of A R Rahman and Clinton Cerejo will shortlist 24 contestants who will be undergoing a mentorship program at the NEXA Music Lab to further brush-up their singing talent. Out of the 24 contestants the best 4 will be shortlisted and will be mentored by celebrity mentors to create 4 more additional

N E X A Music

Creation of NEW MUSIC that is original and Inspiring

N E X A Music Lounge	N E X A Music Labs	N E X A Music Live Gigs
The property kicks off with 4 renowned artist (ARR, Anushka Manchanda, Nikhil D'Souza & Uday Benegal) with 4 original tracks sung by these celebrities.	A platform where Musicians from all across India will perform their original songs and 24 will be shortlisted to create music videos. Out of which the best 4 will be shortlisted and will be mentored by ARR & Clinton to create 4 more additional videos.	The 4 shortlisted Lab winners will do 12 live gigs with the lounge artists across India
4 Music Videos	24 + 4 Music Videos	12 Live Gigs

videos. The 4 shortlisted candidates will also get a chance to do 12 live events with the NEXA Music mentors across India.



Qyuki Digital Media has been roped in to manage and help Maruti Suzuki India Limited sustain the initiative by using their expertise in proprietary technology and analytics across traditional and new media platforms.

Evolution of NEXA:

NEXA was the first ever initiative by an automobile company to go beyond selling cars. Today it is a lifestyle brand that believes in creating exciting experiences which inspire the seekers of new. In line with the same thought, NEXA has brought alive the world of fashion for the fashionably conscious by associating with Lakme Fashion Week and organizing Style Workshops. It has engaged with customers through musical events and by associating with IIFA which resonates with NEXA's belief of creation and celebration of the finest.

To participate, click on the below NEXA Music link and submit video
www.nexamusic.com

About NEXA Music: www.nexamusic.com

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