

MONTHLY MUSICLETTER

DATE: 26/06/2025



New voices You'll Love

ARTIST SPOTLIGHT

W.I.S.H isn't just a girl group — they're a movement.

Made up of Ri, Sim, Zo, and Suchi, this dynamic crew is blending Hindi and English like they were born to do it. And honestly? They probably were.

With their debut track "Lazeez", they've already made one thing clear: Indian pop is ready for the world stage.

Think catchy hooks, bilingual lyrics, and bold visuals — all wrapped in unapologetic desi energy.

Backed by the trailblazers at Bay Music House, W.I.S.H is leading a sound that feels global, but speaks our language. It's not just pop. It's I-pop — Indian, infectious, and impossible to ignore. This isn't just music. This is India finding its voice in pop. And W.I.S.H is turning up the volume.

Want a new playlist starter?

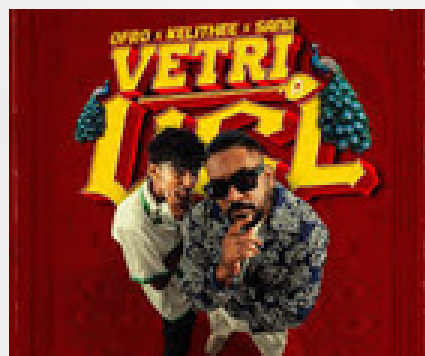
Start with W.I.S.H. [🎧](#)

MUSIC & MURMURS



THE OG VOICE IS BACK

Muthamazhai fans were let down when the song didn't make it to Thug Life. But the soul lives on Chinmayi or Dhee, take your pick. One song, two feels.



Kelithi's Vetri Vel – Even Atheists can't resist

Some songs don't just sound good — they hit. Kelithi's Vetri Vel, rooted in Tamil culture and raw emotion, is doing exactly that. A powerful ode to Lord Murugan, it's making even non-believers vibe. A new star is rising — and Vetri Vel is the spark.



Aditya Roy Kapur Turns Singer

Bollywood heartthrob debuts as a singer with "Zamaana Lage" in Metro... In Dino. Composed by Pritam, the track is already earning him major vocal kudos!



WHAT'S NEW AT IKTARAA?

Weekend Super Sale — Support Iktaraa, Support Local Music

From Trinity books to woodwinds, guitars, and keyboard guides — enjoy up to 20% OFF on must-haves for every musician. Every week, new picks to fuel your sound.



Unheard Music. Untold Stories



Connecting Music IKTARAA MEETUP #6 IS LOADING...

From jam sessions to deep dives, it's where musicians connect, grow, and geek out over sound. Whether you're just picking up your first chord or chasing your next composition, this space is built for you. Past sessions? Absolute fire. Legends like Keith Peters and Krish Shiva have dropped masterclass-level wisdom right here — exclusively for our

members who live and breathe music. This isn't school. This is your backstage pass to India's real music movement. Learn. Connect. Vibe. Only at Iktaraa

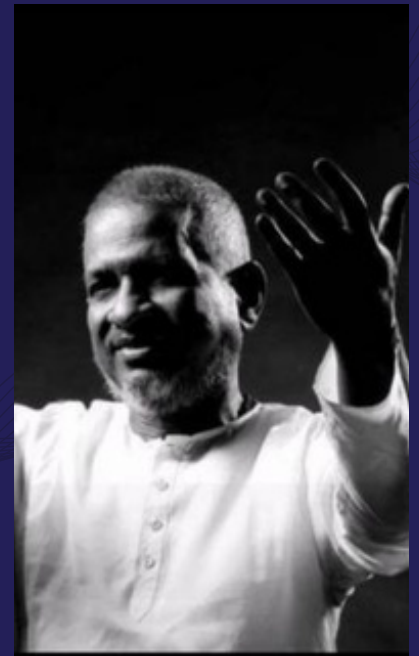
Join our WhatsApp group for all the updates, early access, and more. Let's build something beautiful — one song at a time.

MUSICAL TRIVIA

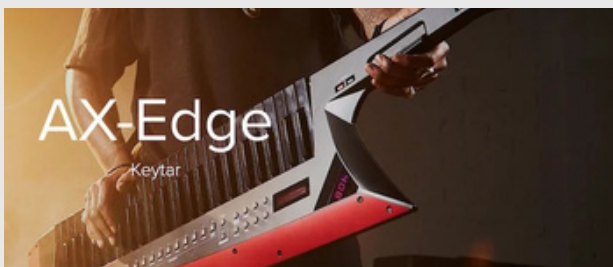
Rajaa's childhood diaries

Did you know? Ilaiyaraaja, during his youth, couldn't afford books, so he memorized sheet music at Musee musical stores and rewrote them at home. Isaignani for a reason.

Story courtesy: Musee Musical



WHAT'S NEW IN GEAR?



Roland AX-EDGE Keytar Make your synth solo the spotlight.

This white beauty from Roland lets you move like a rockstar while playing like a classical pro.

Buy on Iktaraa: [AX-EDGE Keytar](#)



Yamaha GL1 Guitalele Small guitar. Big vibe.

This portable Guitalele (Guitar + Ukulele) combo is ideal for backpackers, students, and cafe gigs.

Get yours here: [Yamaha GL1 Guitalele](#)

Career OPPORTUNITY



Want \$1000 music scholarship?

ICMA Foundation is supporting Indian music students with scholarships up to \$1000 — for classes, books, or gear. Visit [ICMA Foundation](#)



Opportunities Abroad

Try [orchestraplan.com](#) for orchestra auditions worldwide.



Calling All Music Teachers in Chennai

Musee Musical, one of Chennai's most renowned music institutions, is hiring passionate music educators.

Send your resume to hr@museemusical.in and be part of a legacy in sound.



What's BUZZING?

Bollywood's Music Budgets Are Booming

Albums now cost a whopping ₹20–25 crores on average, says Saregama MD Vikram Mehra. That's not just sound — that's serious investment. One soundtrack today can cost more than an entire indie film, and that's because music has become the emotional entry point to cinema.

Big music houses are betting big on original scores and high-quality production, treating soundtracks not just as background, but as blockbuster assets. A single viral hook can drive a film's identity, long before the first trailer even drops. From eargasms to economics, the industry knows — music sells emotion, and emotion sells tickets. As film music continues to be the heartbeat of Indian cinema, the stakes have never been higher — or louder

Streaming giants aren't just watching — they're hunting



YOUTUBE GOES LIVE WITH DESI VIBES

YouTube just dropped "Music Nights India" — a new series of live gigs to bring fans closer to Indian artists. Real shows. Real talent. Real vibes. Plus, they feature regional languages like Hindi, Tamil, Punjabi, and Bhojpuri in their weekly Top Charts. "This is just the beginning for Indian artists going global," says Lyor Cohen, YouTube's Global Music Head. Big moves for desi music on the world stage.