

Sony Music (India)



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Group 8

Anil Jacob Simon (FT14480)

Animesh Saraf (FT14183)

Anurag Kush (FT14413)

Hanoch Mario Tauro (FT14226)

Tanvi Gupta (FT14275)

TheCasesolutions.com

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BUSINESS MODEL





Why did u watch
dhoom3????

Platform

Artist Collaboration



Label Collaboration



Revenue

Subscription and Pricing

- Initially Free Streaming for 30 Songs Per Day
- Subscription Charge of Rs 100 of 400
- Streaming monthly
- Rs 10-15 Per Song

IMT Shows and Event Promotion

- Shows For Promoted Artists

Telcom Operator Collaboration

