

Sony Music India Harvard Case Solution & Analysis




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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

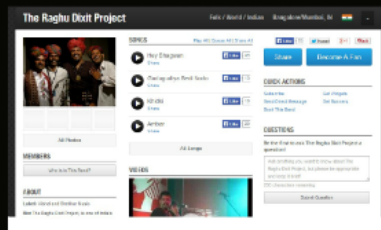
- Shows For Promoted Artists

Telcom Operator Collaboration

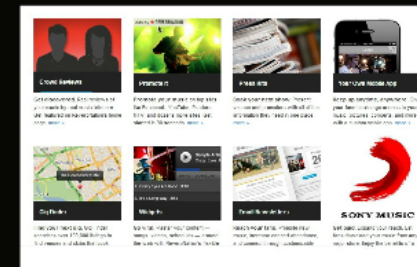


Artist Collaboration

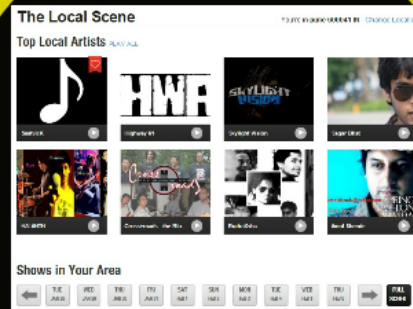
Your Page



How Can We Help You





New In Town ?



Your Page

The Raghu Dixit Project

Folk / World / Indian Bangalore/Mumbai, IN 



All Photos

MEMBERS





Who Is In This Band?



ABOUT



Label: Vishal and Shekhar Music
Bio: The Raghu Dixit Project, is one of India's



SONGS



Play All | Queue All | Share All



 Like 53  Tweet  +1  Dribbble

 Share 

 Hey Bhagwan  Like 45
[Share](#)


 Gudugudiya Sedi Nodo  Like 13
[Share](#)

 Khidki  Like 10
[Share](#)

 Ambar  Like 20
[Share](#)

All Songs

VIDEOS



QUICK ACTIONS

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[Send Direct Message](#) [Get Banners](#)
[Book This Band](#)

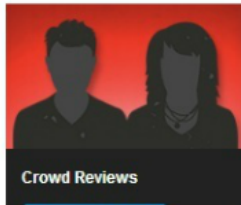
QUESTIONS

Be the first to ask The Raghu Dixit Project a question!

Ask anything you want to know about The Raghu Dixit Project, but please be appropriate and keep it brief!

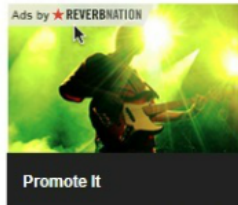
200 characters remaining

How Can We Help You



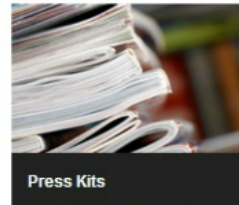
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Promote It

Promote your music on top sites like Facebook, YouTube, Pandora, MTV, and dozens more sites. Get started in 90 seconds. [more »](#)



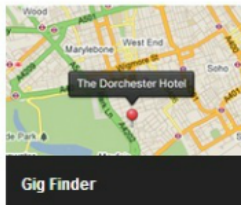
Press Kits

Book your next show. Present venues and promoters with all of the information they need in one place. [more »](#)



Your Own Mobile App

Keep up anytime, anywhere. Give your fans backstage access to your music, pictures, concerts, and more with a custom mobile app. [more »](#)



Gig Finder

Find your next gig. Gig Finder searches over 100,000 listings to find venues and clubs that book



Widgets

Go viral. Plaster your content — songs, videos, schedules — around the web with ReverbNation's flexible



Email Newsletters

Reach your fans. Promote new music, increase concert attendance, and connect through customizable



SONY MUSIC

Get paid. Expand your reach. Let fans download your music from any major store. Enjoy the benefits of a