

## **BHANDHAM PROFILE**

**Feel the magic of music.**

**Dwell in the rhythms of dance.**

**Bask in the solace of spirituality.**

**Experience Bhandham** - a pioneer platform that brings to people time honoured performing arts and a dose of divinity.

### **Our Thought**

It is said that music and dance are expressions of the Gods. They have the power to nourish the human soul. Uplift the senses. And inspire the spirit. They have universal attributes that transcend religion and region allowing people to come together in harmony. India is blessed to have countless expressions of rich tradition that have been handed down by our ancestors. Elevated expressions that have a strong historic and spiritual significance that could possibly play a remarkable role in unification.

Our focus is to bind together India's inherent culturalism and spiritualism and deliver a breakthrough blend of traditional performing arts and thought provoking spirituality - to entertain, educate and empower.

### **Our Set-up**

Bhandham is the world's first ticketing platform established exclusively for classical dance performances, classical music concerts and spiritual discourses. We have cultivated tie-ups with eclectic, exemplary artistes and guidance gurus from across the country to foster the future of our ethnic ethos.

Our goal is to ensure that every person gets the chance to experience our events. We have thus interconnected tradition with technology to create easy access to the culture experiences as and when they happen. Patrons of the arts can gain access to live events in person or online via our website and app. What's more is that art aficionados can also delve into information about classical virtuosos with our knowledge repository. Our commitment is to create a culture communion- one that preserves and promotes the awareness and passion for classical performing arts.

### **Our Apt App**

We have tuned into the right technology to deliver an app that is smart-savvy with a user-friendly interface, designed to makes one's experience as pleasant as possible. It is seamless in structure and simple to operate - for ease of use and download. Our app is built to help people stream and save

audios and videos with the highest quality - across connections and devices. With it, people are one click away from accessing a library of culture, information and events to their heart's desire.

### **Our Advisors**

The shapers of our vision and values are our culture custodians as listed below:

- Mandolin U Rajesh, 'Asthana Vidwan'
- Haridwaramangalam A. K. Palanivel, Padma Shri Award Recipient
- Tyagaraja Aradhana Utsava Sabah Secretary
- Vikku Vinayakram, Grammy Award-Winning Indian Percussionist
- Kalaimamani Drums Sivamani
- Sri V. Sethuram, The Indian Fine Art Society
- Nagaraj V, Founder & Chairman of Synchrony Interactive Service Pvt. Ltd; parent concern of Bandham & Cine Tag - He is also the pupil of Mandolin U Rajesh

### **Our Revenue Model**

As we expand, our intention is to tap into more revenue streams. However, our current revenue channels include:

- Advertisements on app and website
- Ticketing partners for noted classical events
- Sponsorships for classical events across the country
- Patron donations
- Word-of-mouth contributions

### **Our Purpose**

Indian music, dance and spirituality has taken the world by storm. It has been a source of inspiration for many artistes and admirers alike. Even though we live in contemporary times, it is important to remember and cultivate our heritage - to sustain the value of ancient traditions that has been passed down from ages; and help the next generation develop a greater appreciation of our shared past. Our end ambition is to enrich cultural diversity, encourage artistic excellence and be the torchbearers of classical styles – across the country and eventually the globe.

### **Our Audience**

The demography of people at whom our service is aimed is the A/A+ group - between the ages of 18 to 80. That said, anyone who is either a practitioner or lover of traditional art forms and a spiritual seeker is welcome to join our journey.

### **Our Path Forward**

Once our concept has gained a broader popularity, we intend to proceed with our three-fold plan:

1. Launch a live streaming facility of concerts, performances and discourses on the website and app.
2. Develop an awards show property to recognize and reward talent.
3. Set in motion a television channel that will be exclusively dedicated to showcasing the cultural identity of India.

We aspire to be a powerhouse of phenomenal classical performers and spiritual leaders so as to create a cultural continuity - by building opportunities for people to share in the love of all things classical and spiritual.

We wholeheartedly invite you to be a part of our endeavour!

(contact information or other details)