



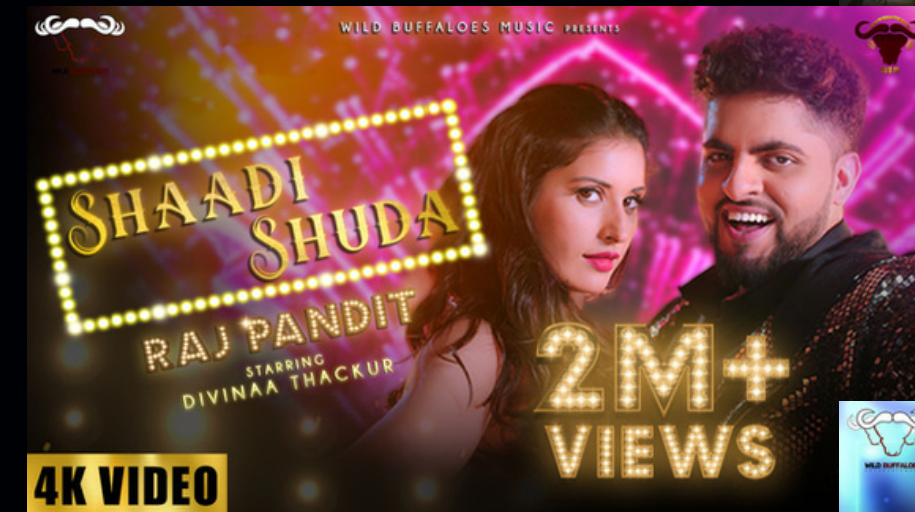
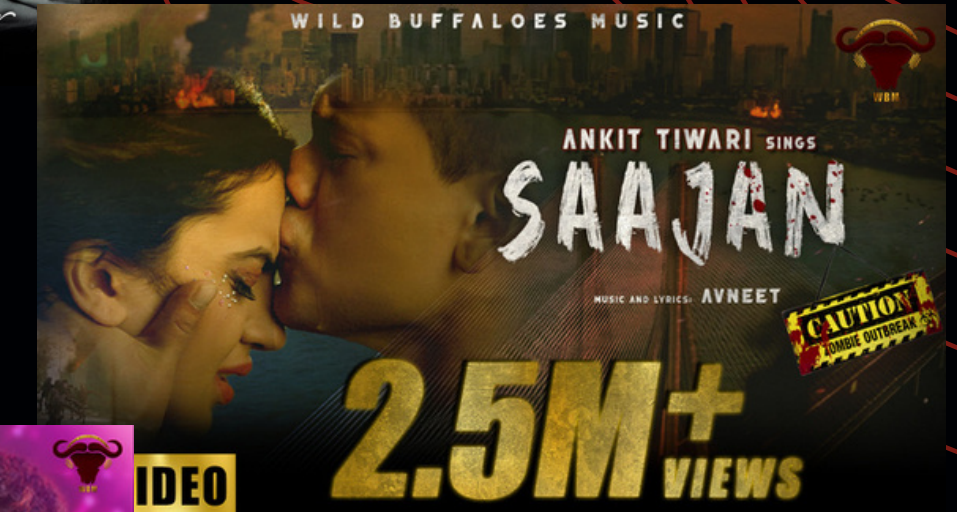
## ABOUT **WILD BUFFALOES MUSIC**

We are a music label helmed by a music enthusiast, filmmaker and producer, Divyansh Pandit and bolstered by a dynamic bunch of musicians. WBM has ventured into myriad songs published on its youtube channel - Wild Buffaloes Music along with all major ott platforms. With an average of more than a music video a month, we aim at soaring higher with each passing year.



# ACHIEVEMENTS SO FAR

Collaborating with legendary singers like Sonu Nigam, Kunal Ganjawala, Ankit Tiwari, Rekha Bhardwaj, Aman Trikha, Krishna Beuraa, Raj Pandit and a bunch of budding talents, WBM has released more than 14 songs in its maiden year and aims to grow bigger in the next calendar year.





# PR ACTIVITIES AROUND OUR PREVIOUS SONGS



**Wild Buffaloes Music launches romantic single “Saajan”, sung by Bollywood singer Ankit Tiwari**

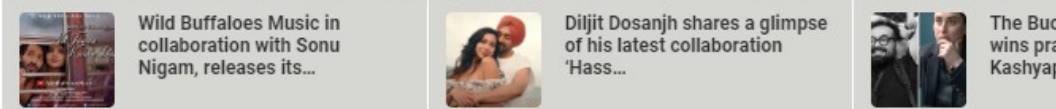


## Wild Buffaloes Music in collaboration with Sonu Nigam, releases its next romantic single

By Bollywood Hungama News Network - October 19, 2022 - 3:52 PM IST



Last month, during the festive season of Ganesh Chaturthi, Wild Buffaloes Music released its debut single, 'Sukh Karta Dukh Harta' - Ganesh aarti. The music video of the aarti, released on the Wild Buffaloes Music YouTube channel, was received well by the audience and ended up going viral. The aarti song was sung by the harmonic singer Rekha Bhardwaj.



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### Rekha Bhardwaj Sings A Ganesh Aarti As Part Of The Ganesh Chaturthi Celebration For Wild Buffaloes Music

10 Sep, 2022 04:08 PM | By Movie Talkies

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**NEXT PROJECT:  
KANTAAL**

**SUNG BY:  
MIKA SINGH**



**mikasingh** 

14.2M Followers



**King Mika Singh** 

@MikaSingh

4M Followers



**Mika Singh** 

5.3M Followers





# FEATURING ARTIST : AADIL JAIPURI

aadiljaipuri



Actor Aadil Jaipuri, Grandson of Renowned Lyricist Hasrat Jaipuri Gets Recognised for his Talent

Zee Media Bureau Feb 03, 2023, 18:20 PM IST.



THE TIMES OF INDIA

Actor Aadil Jaipuri leaves no stone unturned for 'Saajan', Wild Buffaloes Music's next romantic music video

etimes.in / Nov 14, 2022, 19:19



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Aadil Jaipuri Is Pumped Up For His Debut Music Video With Wild Buffaloes Music

THE FREE PRESS JOURNAL

e-Paper Get App

Aadil Jaipuri on his Saajan music video co-star, 'Kashika Kapoor is very special'

The former child star talks about his latest music video Saajan and future plans



LIVE TV ABP Shorts Videos Podcast Games



Actor Aadil Jaipuri Receives An Award At Gems Of India In Pattaya, Thailand

Aadil Jaipuri received the award for his recent stunning performance in Wild Buffaloes Music's music video called 'Saajan'.



## **SHOOTING DATE**

**Last week of November**

## **RELEASE DATE**

**1st Half of December**

Release in first half of december so it trends around Christmas/  
New Year.



# RELEASE PLATFORMS



**WILD BUFFALOES MUSIC  
YOUTUBE CHANNEL**

## MUSIC OTT PLATFORMS



WYNK



JIO SAAVN



GAANA



AMAZON MUSIC



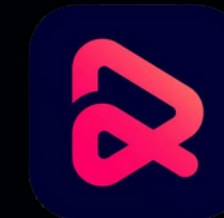
SPOTIFY



APPLE MUSIC



HUNGAMA MUSIC



RESSO



YOUTUBE MUSIC



# PR PLAN FOR KANTAAL

- Minimum 10 Million Views

- 1M - 2M Social Media Reach (Collective) during promotions.

- All the posters will contain logos with titles (powered by/ sponsored by)

- Taran Adarsh will tweet on social media.

- Poster and Video release on Mika Singh's Social Media Profiles.

- Mika Singh's Bytes mentioning the sponsors. (Tentative)

- Promotion of the song by bollywood influencers ( Manav Manglani, Voompla, Koi Moi, etc.)

- 1 billboard/poster on a prime location (depending on the sponsorship) with sponsor mention.

- During the launch event, the MC will repeatedly mention the sponsors.

- Mention of Sponsors in all posts and caption - 'Kantaal-Powered/Sponsored by *name of sponsor*')

- News Articles ( Times of India, Hindustan Times, Midday, etc.)

- Organic Reach





# BUDGET

Requirement: INR 23,00,000/-  
(Artist cost, pre production, shooting, post production, release and PR)

