



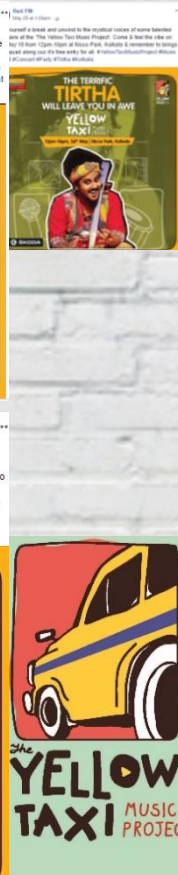


*The*  
**YELLOW**  
**TAXI** MUSIC  
PROJECT

'The Yellow Taxi Music Project' got in the best of best folk artists together on one stage. It encapsulated the core essence of Bengali folk through baul presented with best of Rajasthani folk and sufi music. We all know how Lalon fakir's reformatory music moved Tagore and generations of luminaries after him. Presently, Bollywood composers Shantanu Moitra, Anupam Roy, Pritam are continually experimenting with music heavily influenced from baul. Not only baul, India's folk music - Rajasthani folk, Sufi have created this all-inclusive yet diverse music connect in our country. So 'The Yellow Taxi Music Project' is our way of presenting folk music to our audience in an environment which is young, cool and contemporary. We are delighted to see such a phenomenal response from Kolkatans who shared our passion for re-inventing folk music for contemporary times, and celebrated the union of old and new through this event. For RED FM it is a unique opportunity to foster genuine connection with Kolkatans and we must say this event indeed gave us an undiluted moment of complete oneness."



# There has been a great pre Event buzz among the Netizens of Kolkata





# The internet was abuzz

**Red FM**  
May 23 at 6:30pm

It's time to take a break and unwind to the mystical voice of #Tirtha at the 'The Yellow Taxi Music Project'. Come & feel the vibe on 26th May '18 from 12pm-10pm at Nicco Park, Kolkata! #YellowTaxiMusicProject #Concert #Kolkata #Event #Music #Party



Tirtha Bhattacharya - Yellow Taxi Music Project !



Is Kolkata ready???

4,519 views

**Red FM India**  
Published on 25 May 2018

SUBSCRIBED 1M



RJ Praveen - Red FM  
@RJPraveenRedFM

**Red FM**  
May 20 at 5:30pm

Kolkata waasis, prepare yourselves for an experience like none other! The Manganiyar Seduction are coming to mesmerise us all at the 'The Yellow Taxi Music Project'. Come & feel the vibe on 26th May '18 from 12pm-10pm at Nicco Park, Kolkata. #YellowTaxiMusicProject #Music #MusicEvent #Concert #Party #Fun #Masti #LoveForMusic



Manganiyar Seduction- The Yellow Taxi Music Project !

6.1K Views

Like

Comment

Share



**ijpraveenredfm** · Following

ijpraveenredfm Vimal Presents  
#theyellowtaximusicproject An Evening Well Spent With @tirthabhattacharya And A Yellow Taxi 🚕📍 26th May Nicco Park Plaza 3 Kolkata Would Witness History In The Making 🙌

Load more comments

love\_jy\_indu 🙌  
inner\_darkness20 Hey tirtha urml\_bag Ak kothay dujonke bapok lagile. 🙌🙌🙌  
swati75mehel @ijpraveenredfm from where you redfm wale got these innovative ideas?Kudos to you all ishan\_sengupta Very nice where\_x\_she Ufff yellow taxi...🙌🙌🙌  
shipsalman 🙌🙌🙌

4,587 likes



ijpraveenredfm With Bapi Da The Green Yellow Taxi Drive Dada 🙌 And Our Listener Arvind From Salt Lake 🙌 See You All On 26th May #theyellowtaximusicproject At Nicco Park Plaza 3

Load more comments

swati6455 Cute face  
deepika\_das\_ps White makes u cutest 🙌  
myself\_indrila Best of luck RJPraveen 🙌🙌  
gblwas\_2017 Nice pic  
tamalidhar Nice  
inner\_darkness20 Here offc k ite pas aye first autograph ne le payi  
ipshita3702 RJ Praveen please have food little more.  
harsh\_hues Gajab

3,875 likes

3 DAYS AGO

# Traditional Media - On the roll

**TOI** **Calcutta Times**

**One Full Page insert in Kolkata's No.1 English daily**



**Promotion across 32 screens of leading multiplex chain**



**Promotion in Kolkata's biggest OOH AV media ... reaching out to 5 Lakh audiences daily**



**4 inserts in Kolkata's No.1 Hindi daily**



**Cable Network: promotion on Siti Network (reach of 30 L households in Kolkata & Suburbs)**

**OOH : Promotion in Kolkata's 20 prominent locations**



**3 inserts in Kolkata's frontline Bengali daily**

**Above all a high octane promotion in India's most awarded Radio Network across East India**





# 004 - 20 prominent sites of the city





# OOH - Standees in 20 high footfall hangouts



Machhli Bait Fries  
Gariahat



Mamagoto



Throttle  
Shrottle



Inox South  
City



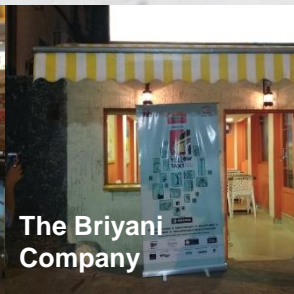
Inox Hilland  
Park



The Sonnet



Inox Forum



The Briyani  
Company



Chai Break  
Chowringhee



Chai Break  
Enclave Mall



Chai Break  
Kankurgachi



Inox CC2



The Food Storey



Chai Break  
Southern  
Avenue



Chai Break  
Ballygunge



Papaddam



Inox CC1



Chai Break CC2



Inox Quest







# Incode TV

**Incode TV -  
24 metro stations  
5,00,000 travelers / day**





# Inox



**32 screens across ... most popular  
movie destination in the city**



# YTMP means - An Uber Cool Ambience



Video:

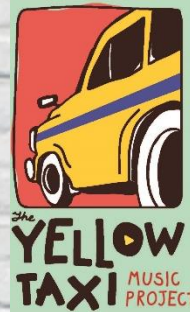
<https://drive.google.com/file/d/1RrTb5Ut92pOPBpJ2z6h4HY19C8wMoSuc/view?usp=sharing>





Arko and his band Fiddler's Green are among the leading proponents of the fusion of Indian folk and world music. He with his band Fiddler's Green wove magic on stage

Breathtaking  
Performances

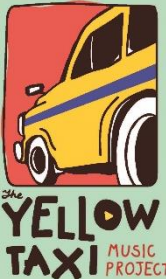




Breathtaking  
Performances



Tirtha ... the Rockster Baul of Bengal made the crowd dance to his tunes



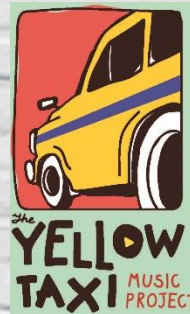




Kartick Das Baul ... the presented the best musical tradition of Bengal the "Baul Music" in its true form



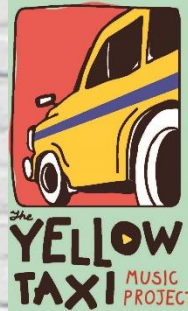
Breathtaking  
Performances





Nizami Bandhu the flag bearers of the Sufi Qwalli tradition of Nizamuddin Aulia made the audiences take to a different world altogether

Breathtaking  
Performances







## Headliner - The Manganiyar Seduction

The magical setup, enchanting music and intoxicating music ... Manganiyar seduction encapsulates all the above ... the day long festival had a fitting final act in them



Breathtaking  
Performances



The  
**YELLOW  
TAXI** MUSIC  
PROJECT





A true  
Folk Festival



# Gluttony & Binge @ GRUB ARENA





## Logo presence & client integrations









ENGAGE. EXCITE. ENTERTAIN