

Association to offer a new avenue for young collegians to showcase their talent

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Artist Aloud, a platform by Hungama that supports and promotes independent music, announced its partnership with ATKT.in—a digital platform that seeks to promote original content created by college students. Through this strategic partnership, Artist Aloud will encourage young talent and enable them to reach a larger audience, further strengthening its position as the leading platform for independent content. As a part of the association, ATKT.in will provide Artist Aloud access to a curated list of original content across an assortment of categories like music, comedy, dance, performance poetry etc. Artist Aloud will, in turn, leverage its reach and help the content get discovered by a wider audience, providing collegian talent a platform that gets them noticed and appreciated. Artist Aloud will also work with ATKT.in to give an impetus to fresh talent at college festivals across campuses in India. Talking about the new partnership with ATKT.in, Soumini Sridhara Paul, Vice President, Artist Aloud, Hungama Digital Media Entertainment Pvt. Ltd. said, "As the leading platform for independent talent, we intend to offer artistes across categories an opportunity to reach a larger audience. The association will allow us to accumulate independent and original content at a collegian level and provide the content creators with opportunities and recognition they deserve. At the same time, we will also be able to offer our audience a wide variety of original content that they are unlikely to discover on any other platform." Saurabh Kanwar, Co-founder, ATKT.in said, "ATKT is kicked to bring our legion of campus creators even more opportunities to grow and thrive through Hungama's platforms. Artist Aloud's plans to reach out to colleges through ATKT is a validation of the quality and extent of the campus community we have built, and its growing importance in building rich, entertaining original content. With the college festival season getting underway, we are gearing up to a whole new crop of budding artists to showcase to the world, and this partnership will definitely provide another great outlet for these singers, dancers, writers, poets and artists." Content sourced from ATKT.in, will be available on all digital properties of Artist Aloud, including web, app, Facebook, Twitter, Instagram, YouTube and blog.

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