

GUITARMONK 2010

About, Statements, History, Honor & Recognitions, Reviews, Publishing & Retail, Events, Exhibitions & Campaigns, Just Dial Music (Gifting & Greeting), Education (Monk Tunes Academy), Valuable Strings, News and Media, Philosophy, Mission

An Overview
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www.facebook.com/guitarmonk

CONTACT

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About Guitarmonk

Guitarmonk is the country's popular music brand and company, a 360 degree music concept, comprising Music Record Label, Publishing, Gifting and Chain of Guitar Schools.

Guitarmonk is also recognized with State Award in the field of music excellence.

Vision Statement

"To cater music as a Consumable Product, as a part of our daily/regular human lives & life styles"

Mission Statement

Service beyond boundary & personal care to our customers, we share our homework so that one can represent us & get an opportunity to go beyond & benefit more than what he/she wants.

Core Value

Guitarmonk symbolizes the spirit that lives music, the one who achieve God through his guitar or subject.

History

Started in the year 2003 with its publication and album production unit and ventured in to Music education by year 2007 and specialized greeting and gifting services in the year 2010.

Guitarmonk as a 360 degree music concept pioneered several business models in almost every dimension of music involving Events, Gifting, Publishing, Education, Corporate Education, Albums, Meditation Albums, Retail, Special Curriculum and benchmarked several successful pilots in the music industry creating a pavement for newbie.

Guitarmonk Group Units

- Guitarmonk Entertainment Private Ltd.
- Just Dial Music, (Greeting & Gifting Service)
- Guitarmonk Records, (A Music Record Label)
- Abysm Publication, (Books & Research)
- Guitarmonk Events
- Monk Tunes Academy

HONORS

ALBUM RELEASE EDUCATION MINISTER

MUSIC ALBUM BY
GUITARMONK RECORDS



STATE AWARD CHIEF MINISTER

Founder – Kapil Srivastava



ROTARY CLUB MUSIC ACHIEVEMENT

AWARD FOR MUSIC EXCELLENCE



UNDEGROUND' LAUNCH HMV, Sa Re Ga Ma

RECOGNITION FOR MUSIC
CONTRIBUTION



Dr. S.D Malik (FOUNDER, CHAIN OF LPS SCHOOLS)

VALUABLE ASSOCIATION



Mrs. Nisha Peshin (Director, DAV Public Schools)

VALUABLE SUPPORT &
PRODUCTION ASSOCIATION



40th Album with Ustad Sultan Khan

Guitarmonk Records produced the 40th International Album Record with Ustad Sultan Khan (the Sarangi Instrument living legend). The Album is yet to be released internationally.

Ustad Sultan Khan has also sung/composed in popular movies as Hum Dil De Chuke Sanam, Jab we met, Gangajal, Maqbool, Gandhi, Agnivarsha, Mr. & Mrs. Iyer etc.

Ustad Sultan Khan Album Excerpts (Link)

www.myspace.com/sultankhan

Bollywood Movie – Dubai Returns

Guitarmonk has contributed a musical composition in upcoming movie –“Dubai Returns” starring Irfan Khan (Actor Oscar winning movie – Slum Dog Millionaire),

Listen Tune at the following Link

www.kapilsrivastava.com

PADAM SHREE – Sumitra Guha

Hon'ble National Awarded Musician, Padam Shree Sumitra Guha also recorded Classical Vocal Album name 'Madhuvarsha' with Guitarmonk Records.

The album is available worldwide in leading Music Stores.

Hon'ble Sumitra Guha has also composed curriculum for Vocal Students for Guitarmonk College and recorded an independent album + book for the subject for vocal student's reference.

HONORS

PROF. KIRAN WALIA HEALTH MINISTER

"I Compliment Guitarmonk for releasing Music Salutation and Meditation Album – Kayotsarg to the Doctor's and Medical Fraternity..."



USTAD SULTAN KHAN SARANGI MAESTRO

"Guitarmonk and their contributions in music sector are unique, creative and rewarding. I give them my love and regards and wish them a great success ahead"



PT. DEBU CHAUDHURI PADAM BHUSHAN

"Guitarmonk is a novel concept in the domain of music, offering education with a curriculum which will provide opportunities to the aspiring successful students."



ATUL CHURAMANI VICE-PRESIDENT (HMV SaReGaMa)

"I am delighted to learn of your guitar Education Model. We have been so proud of your association in Delhi-Underground Album....."



SUMITRA GUHA PADAM SHREE

I give my blessings, love and wishes for the best of guitarmonk expansion throughout the globe"



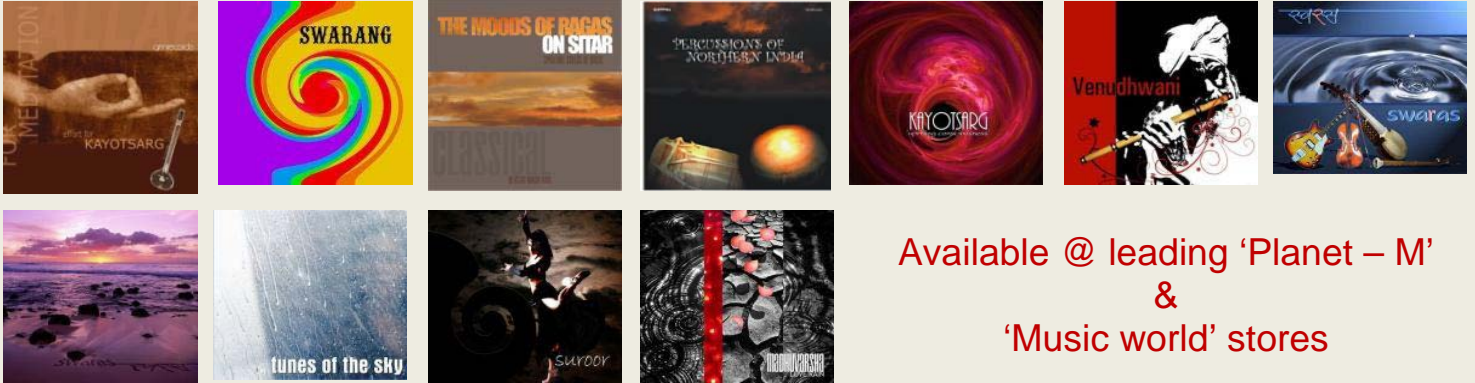
RECORD LABEL (Albums by Guitarmonk)

GUITARMONK RECORDS

www.rasrang.org

Listen to Audio excerpts @ facebook.com/guitarmonk

Definitive arts...



Available @ leading 'Planet – M' & 'Music world' stores

Album Series (Volumes)

- Swaras (Classical Album Series)
- Swarang (A Folk Album Series)

Meditation Album Series (KAYOTSARG)

- An Anti Stress Album for Everyone
- License for Corporate for their Premises
- Contact info@guitarmonk.com for details

PUBLISHING (Books by Guitarmonk)

ABYSM PUBLICATION

www.abysmbooks.com

Music books series...



MUSIC INSTRUMENTS (Retail & Distribution)

GM MUSICALS

GM Musicals is a registered Music Instruments and Books/CD Distributors, offering distribution and marketing solutions for the retail/promotion of guitarmonk products and services.

Retail Galleries - The system is expanding its retail galleries as 'GM Musicals' at their all College Venues and Independent locations.



More than 100 Events in last 2 years

Guitarmonk contributed plethora of events on various cause with more than 100 events in year 2009 & 2010.

World Population Day (A Benchmark)

A social movement partnered by Guitarmonk, Big 92.7 FM, Hyundai and DLF Promenade. Guitarmonk composed its own songs for the day and with concept of 40 guitarists wearing masks creating awareness about population hazards. The movement was covered nationally.

Doctor's Day (A Historical Revolution)

100's of opinion leader doctors including Padam Shree, CEO, Members of Batra, Apollo, AIMS hospitals etc. were targeted on cause. Activity was carried for more than 2 weeks.

This movement got pioneered in Medical History. The objective was to bring Medical Fraternity and Mass face to face and to eradicate the myths and gaps. For Videos (Check – Guitarmonk.com)

Abhinandan 75

Donated INR 50,000 on the Music Promotion cause

Social Cause

Green Cause
Doctor's Day
Forestry Day
Population Day
Water Day
Earth Hour
Abhinandan 75
Society Music
Art of Living

Celebrations

Valentine's Day
Friendship Day
Father Day
Woman's Day
Independence Day
Elevate -
Underground

Music Promotions

Music Parent-Teacher Meet up
Free Workshops
Donations
Music Connect

Valentine Day

100 couples were greeted on the day. The movement was media covered across India.

EVENTS, EXHIBITIONS & CAMPAIGNS



WORLD POPULATION DAY



DOCTOR'S DAY



ABHINANDAN 75



WATER DAY



FORESTRY DAY



GAUR



AOL



AMITY



BAPTIST



TSRS



LPS



MAMC



CAMBRIDGE



KIDZEE



SHEMROCK



DPS



WAL-MART



SUPERTECH



SHIPRA MALL



DELHI SECRETARIAT



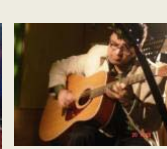
CAFÉ COFFEE



ARMY CAMP



FARM HOUSES



NDTV



9x NEWS



TCS



FRIENDSHIP DAY



VALENTINE DAY



WOMAN'S DAY



ELEVATE



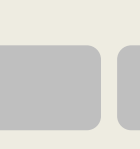
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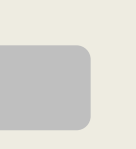
@ OBEROI



@ RADISSON



IHC



IIC

EVENTS, EXHIBITIONS & CAMPAIGNS

Exhibitions & Fairs

- Franchise Expo @ Ashoka Hotel
- International Book Fair @ Pragati Maidan
- Delhi Book Fair
- Expo @ Greater Noida
- Expo @ Rohini (D-Mall)
- Education Expo @ GIP Noida



Ashoka Hotel



Intn'l Book Fair



Education Expo @ GIP Noida



Greater Noida



Delhi Book Fair



Rohini

Promotions & Campaigns

At diversified and jam packed locations of Delhi and NCR including community fairs.



Noida



South Delhi



Patparganj



Janak Puri Mela



V3S Mall



IP Extension

JUSTDIALMUSIC

“JustDialMusic.com is the pioneer and the most popular live music greeting and gifting service provider in India, powered by Guitarmonk”

GIFTING & GREETING (JUST DIAL MUSIC)

www.justdialmusic.com

OCCASIONS

- Birthday
- Anniversary
- Welcome Moments
- Good bye moments
- Retirement
- Reception
- Special Moments
- Surprise Giving
- Sorry Moments
- Achievements
- Days
- Festivals

SERVICES

- Corporate Services
- Home Services
- Live Music Services
- Gift Music Greetings
- Bulk Services Empanelment
- Now Gift Music to your dear ones

ATTRIBUTES

- Gift a song of your choice
- Salutation for your loved ones
- Anytime and at any place
- Photography
- Gifts as Bouquet, Albums, Greeting, Salutation, Music Tune



What Makes Us Special?

More than 2000 Registered Students

Curriculum (USP)

The uniqueness of curriculum is that **exercises are also defined**, and this is prevalent in none other university.

Dedicated Corporate Department

Leading Corporate Trainers in Country
www.guitarmonkcorporate.com (.in)

Stress Management Workshops, where even the busiest corporate would manage.

Special Curriculum also Includes (USP)

Sitar, Mouthorgan, Classical Vocal, Ragas on Guitar, International Language of Music

Guaranteed Music Learning Education System

Practical development of student in shortest period of time

Programs for both hobby as well as professional learners

Music Employment

Earn While Learn, Accreditation & Empanelment, Music Teacher Training

Programs (Certification & Duration)

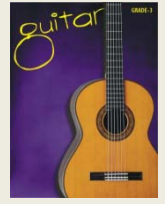
Introduction, Hobby, Diploma (1 to 12 months)

License (Territory)

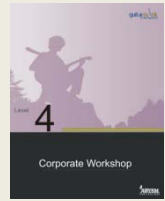
Agents & Locations are welcome to take on Guitarmonk Brand.

- ✓ Curriculum, Education License
- ✓ Other Products & Services License

EDUCATION (MONK TUNES ACADEMY)



GUITAR CURRICULUM



CORPORATE CURRICULUM



PIANO CURRICULUM

FEATURES

- ✓ Audio Video Support, Reference Books and Curriculum, Online Tech Support
- ✓ Daily Technical Development Report for each session, Regular feedbacks
- ✓ Stage, Studio Exposure & Competitions
- ✓ Portfolio Management & Empanelment



GUITAR COMPETITION

LOCATIONS

Shipra Mall, Indirapuram | Shoprix Mall, Noida (Sec – 61) | Nirman Vihar | Patparganj | Gurqaon | South Delhi



"Few Moments are priceless and so as few business concepts..."

Guitarmonk – an expression for your life style, the music school of your life.

PHILOSOPHY

The Guitarmonk philosophy symbolizes the passion & spirit of a monk, with the spirit of an artist for his guitar or his subject. The love for his music and his hardcore struggle for it, his desire to achieve the stability in career, to achieve financial success, yearn growth and his extreme fight for it.

Guitarmonk's spirit strengthens the artistic power into a unity, from self-centered approach (Individual growth) to a collective whole (Organization Growth). Bring new opportunities, new avenues for promotion, learning, expression, recognition, lifestyle and business in the music industry. Create new benchmarks in the music industry/economy with music as a serious/sincere profession and career choice.

Guitarmonk exist with the motto of -

- Preservation of Arts i.e. record, promote, publish and distribute the definitive arts works.
- Free Music Education and its benefits in rehabilitation of society.
- Create social campaigns in generating awareness about various socio-health issues.
- Serving Employment, Self-employment, Training, Promotions opportunities for art, music sector.

FOUNDER – Kapil Srivastava (www.kapilsrivastava.com)

NEWS AND MEDIA

- NDTV
- 9x News
- Big 92.7 FM
- Franchise India
- City Cheers
- INN Today
- Rave International
- Asian Age
- Economic Times
- Metro (The Hindu)
- Amar Ujala
- Dainik Bhaskar
- Hindustan
- Mid-day
- Aj Samaj, Sahara,
- Swabhiman Times etc.

TOI
HT City
HT Live



VALUABLE STRINGS

“Associations appreciated our achievements”

CORPORATE

- DR. LAL PATH LABS
- BLACKBERRY'S
- CLUB MAHINDRA
- TCS
- HCL
- ADOBE
- WAL-MART
- ASSIGN INFO
- EXL SERVICES
- RMSI
- CYBER LEARNING
- SHIPRA MALL
- HYUNDAI
- BIG 92.7 FM
- CYBER LEARNING
- UNICORN BOOKS
- CREATIVE PUBLICATION
- SOFTMAX SOFTWARE SOLUTIONS
- SOFNET SOLUTIONS PRIVATE LIMITED
- DLF PROMENADE
- AGARWAL FUN CITY MALL
- SHOPPRIX MALL
- V3S MALL
- DOORDARSHAN
- HMV, Sa Re Ga Ma

INSTITUTIONS

- TSRS, (THE SRI RAM SCHOOLS)
- BAPTIST CONVENT SCHOOLS
- LOVELY PUBLIC SCHOOLS
- DAV PUBLIC SCHOOLS
- DPS INTERNATIONAL
- MAMC
- AMITY
- SHEMROCK
- KIDZEE
- CAMBRIDGE

SOCIAL

- PRABHAT (NGO)
- UMAK
- SUMUDHUR HANSDHWANI
- RAS RANG
- ART OF LIVING
- GREEN TUNES
- OSHO

