

Hi Sir/Mam,

Greetings of the Day!

We thank you for your interest in Meshi Creations (P) Limited

We would take our pleasure to introduce our self as Meshi Creations (P) Limited, a Full Service Marketing Company that Specializes in Music, Entertainment, Advertising, Audio Visual Productions & Broadcasting Services and Dedicatedly Managing & Consulting all Music, Media, Advertising & Entertainment Business. We offer Content Administration to Music Labels & Authors by licensing & Distributing the Audio & Video Content in today's Challenging Digital, Broadcasting, Telecasting and Webcasting space & we work together to create the best potentials for the creative works and our Efficient, Accurate & Transparent Administration allow our Music Labels & Authors to do what they do the best i.e. CREATE.

Our Vision & Mission

Meshi's vision is to provide its music labels a global stand in the music industry in terms of exploiting there content by aggregating, licensing and marketing their content worldwide and in turn collect royalties on their behalf from all possible Music platforms across the world.

Meshi's Vision is to provide the excellent event management, Entertainment and Audio Video productions Services to its clients and become the Worlds publicly traded major Entertainment and productions company which comprises an array of business aimed at successfully completing all the tasks while providing its clients the highest quality services available.

Our mission is to become the recognized industry leader by our Clients in the Music & Entertainment businesses in which we compete. We ensure our partners & clients high quality service standards.

Founder & CEO

Dewal Prashar - Entertainment Specialist & Digital Media Pro

A Hospitality Professional turned Musician and now a successful Entrepreneur in the field of Music & Entertainment with extensive experience in Content Management & Content Licensing on various domains like Mobile, Radio, and TV & Internet.

A Digital Media Professional who is currently focused in providing a Global Content Business Development Platforms & expanding Content & Royalty Distributions channels for Indian Music Industry as The Founder & CEO of Meshi Creations Private limited with the vision to provide Artist, Music labels & Independent Musicians with highest level of Music & Entertainment Consultancy services available. Possess Comprehensive understanding of Content licensing in Indian & International Market and very Adroit in handling Content quality for driving business by effective Client Management, Licensee / Vendor Management & Content Management in sound recording, Sales & Marketing, Events & Entertainment, Advertising & Social Media Optimization.

Under his leadership, Meshi Creations (P) Limited is today North India's renowned & most successful Digital & Mobile Entertainment Company.

He had successfully managed and executed more than 300+ events and created his own space in the event industry and made Meshi Creations fortunate enough to be called as the official Entertainment Partner of KXIP (IPL Cricket Team) for the IPL Season 2013 ,2014 & 2015 .

With his vast Experience in the Music & entertainment Industry, he along with its Business partners successfully ventured into the Television Broadcasting Market & started Broadcasting a brand new HD Music Channel Named "Steelbird Music " which is a revolutionary broadcasting Network which is at the same time a connection point for music fans, a platform for artists to promote and develop their careers, and a deep well of information to assist the industry professional in finding the next #1 song and emerging star.

With the vision to offer the Talented, Independent and emerging Artist the same level of exposure that is been offered to the renowned artist through Major records Deals he is also focusing on Developing a unique Entertainment Platform named "AmlI Music", which will be a single destination for all Music lovers to enjoy the best Musical Entertainment possible.

- Headed PPL INDIA Content Division for many Regional Music Industries.
- Headed PPL India Marketing Division for many Telecom Operators & Aggregators like Airtel , Reliance , Tata , Uninor , Techzone , Mauj , Onmobile etc
- Had been an active participant and Speaker at many music Conferences like Nokia Music Connects (India), Popkom (Germany) Etc.
- Had been an official Entertainment Partner for KXIP for 3 consecutive Years (2013-14-15)
- Founder & MD of Punjabi Broadcasting Network Steelbird Music
- Had developed the Internal Content Management System named "MMIS" and working continuously to upgrade the same with more features & properties.
- Continuously Putting efforts to create various Entertainment properties like AmlI Music, Ground Zero Studio, Business Inbox Etc. to name few.

What We Do:

For our client coming from the fields of Music & Entertainment, we try and provide them with almost all the solutions they require to run a profitable Music venture and act as "ONE STOP SHOP". We consult them to make Sure that all the works of Music Labels & Authors are licensed & royalty paid by managing & consulting everything from Music Licensing to Content Marketing, Mechanical Rights Administrations to Royalty collections & Distributions. Along with the Content Distribution & Content Management we consult our Clients, Music Labels & Authors on many value added services like Music Company Formations, Legal & Copyright affairs, Audio & Video Productions, Censor Certificate applications , Website Development & Complete Design Support , Content Promotions & Advertising , Event Solutions , Artist & Brand Management , Broadcasting Services , Online Music store etc.

Flow Chart of Services:

Music Company Formation >> Legal & Copyright affairs >> Audio & Video Productions Services >> Censor Certificates Applications >> Website Development & Complete Design Support >> Content Deployment (Digital & Non Digital Platforms) >> Content Promotions & Advertising >> Royalty Collections & Distributions >> Event Solutions >> Artist & Brand Management >> Broadcasting Services >> Online Music store.

1. Music Company Formation & Brand Trademarks

Company formation is the term for the process of incorporation of a business in INDIA. It is also sometimes referred to as company registration. These terms are both also used when incorporating a business in the Territory of India, We have clients from various states who had very limited knowledge about Company formations, Business Trademarks & Copyrights, So we offer them with a selection of company formation packages designed to make setting up a company (Prop. /Partnership/LLP/Private Limited) as simple and straight forward as possible. Our Major Services includes Acquiring Digital Signatures, Acquiring Director Identification Numbers, Filling E forms; incorporate a company, Applying Pan Card & ST Numbers. We do have qualified & dedicated CA's helping our clients run business without any legal issues.

2. Legal & Copyright Affairs

When it comes to Music & Films (Intellectual Property Rights-IPR) a copyright protection of one's Creations becomes a most significant & important work. We consult & provide our clients with appropriate copyright knowledge as this helps them protecting their unique ideas, Creations, works & materials from being used by any other person and/or Company. We majorly offer 2 types of legal & copyright Services:

- A) Copyright Advice & Agreement Solutions: With the help of our specialized Copyright lawyers & experienced Staff from the fields of Copyright, We consult & provide our clients with all copyright related Advice & also provide them with relevant Agreement to be signed between Authors, Singers, Music Companies & Publishers.
- B) Content Infringement Solutions: We have team of Copyright Lawyers who represents & files the infringement cases against any party who had utilized our clients Copyrighted Material or Creations without our Client's Permission.

3. Audio & Video Productions

Since the day of our existence in the entertainment world, we are working directly with almost all the Singers, Authors & Video Directors within our territory of operations and had maintain a liason with everyone on the productions services & its related costing's. So we can offer our clients with lowest possible rates on Audio &

Video Productions in terms providing more business to authors, Singers & Video Directors & quality Productions services in lower price to our Clients.

4. *Censor Certificates*

Censor Certificate is one of the most mandatory requirements for any one who needs to broadcast its visual content on Television platforms. We help our clients by getting them censor certificate against every work they do & the whole process is in accordance with The Cinematograph Act, 1952, The Cinematograph (certification) Rules, 1983, and the guidelines issued by the Central government u/s 5 (B)

5. *Website Development & Complete Design Support*

Meshi Creations has one of the top notch multi faced web designing division that gives out its clients a unique & absolutely innovative Custom Web Development & Designs Solutions at the most competitive price in the environment we compete.

We had been rated one of the best companies in our territory for our unmatched quality and innovative ideas in Designing & Development. We offer solutions to our clients that promise a certain level of ROI. We understand the need for Profitable solutions, and aspire to provide only the best solutions .We offer our client with the following:

- A) Web Development
- B) Application Development (Android & Apple)
- C) Inlay Card Designs / Album Art works
- D) Album Posters
- E) Facebook Timelines & FB Profiles Pictures
- F) Twitter Timelines & Twitter Profiles Pictures
- G) You Tube Timelines & YT Profile Pictures
- H) Search Engine Optimizations

6. *Content Deployment (Digital & Non Digital Platforms)*

Meshi Creations Private Limited is the world's publicly-traded major music company and comprises an array of businesses aimed at helping artists, music directors, writers, composers & Music labels achieve long-term creative and financial success while providing consumers with the highest-quality music content available. We offer content owners and licensors a suite of custom marketing services, including promotions, analytical tools, business strategies, and the technology. We specializes in content aggregating, Content Marketing,

Content Promotions, Mechanical Rights Administration, Royalty collections & Content Distribution.

At Meshi we focus to administrate our clients content to all possible Digital Music Stores across the world and we also license content for mechanical rights, synchronization rights & Public Performance usage in the world. Our associations with almost all the copyright societies in the world and our partners from UK, Australia, Austria, America & Canada gives us the strength to distribute the content effectively and efficiently to Radio Stations, TV Channels, Music Stores, Telecom Operators, Video Distribution Platforms and on almost all legal platforms selling Audio & Video Content throughout the world.

- Our constant focus on monitoring the content and innovating new business models allows our music to be placed on top of digital Global space
- Direct Relationships & Contracts with all telecom operators & Major Content Service Providers like Airtel , Tata , BSNL , Saavn , Wynk , You Tube , I tunes etc.
- Direct Logins available with almost all Content CMS like Atlantis, Ubona , Da Vinci etc.
- Direct Association with many copyright societies of the world like PPL India , PPL UK , PRS UK , IPRS INDIA etc and with the major digital distribution companies in Australia , America , Canada & United Kingdom.
- At Meshi we offer artists and label a comprehensive suite of copyright and publishing administration and global sub-publishing services, including the collection of worldwide royalty payments and licensing administration.
- Backed by secure and scalable technology makes us compatible to sell RBT, RT, WAP & 3G & 4G services across the world.
- Meshi Creations is constantly focusing on selling the music on digital platforms like I tunes, E music , Amazon , You Tube , Saavn, Wynk to name few .
- Throughout the world, performance royalties are earned not only for compositions, but also for master recordings. At Meshi we provide a consolidated global solution for the collection of these Sound Recording Performance Rights from all worldwide societies.
- We offer a detailed content sales reporting which includes track by track information of the content usage country wise which is transparent & easy to read through our internal CMS named **“MMIS - Meshi Master & Information System”** (Please let us know if you require any further details on this , we can give you a live demo on this , we are regularly upgrading the CMS for better user Experience)
- On time Royalties distribution is the upmost priority at Meshi.
- For all SMS & Keyword Promotions we had an agreement with Various WAP & SMS Management Companies for all SMS services including Keywords SMS , OBD , IBD , Long Codes etc & Bulk SMS Promotions

Digital Content Monetization - INDIA (Mobile , Internet , Radios , Television & Public Performance)

At Meshi ,We manage your complete content under your own music Label or under Meshi Creations (P) Ltd where we register ,deploy , promote and monetize content on Mobile (RBT , M RADIO and all other related Services) , Internet , Radios , Television & Public Performance royalties . We manage your complete content as we had direct Arrangements & Contracts with all the Telecom operators, Internet Websites, Radio Stations & Copyright Societies like PPL India & IPRS India and we make sure that content deployment, RBT Codes delivery , related promotions , royalty payments and Reporting's should come on time within the right Ecosystem of Royalty & Reporting !

Content Management on You Tube & other Video Platforms:

Our Services will include Account Opening, Channel Naming, Channel Monetization, Content Uploading, Content Tagging, Video Monetization's, and Claiming Claims Content & Much More

We take only 3 minutes to get your channel monetized once we have the complete required set of papers in place with us.

We Provide you access to our partner support services (such services may include offering knowledge and guidance with technical issues relating to YouTube functionality, and optimization of your videos and channel to help boost your video views);

We Enable Content ID features on your channel enabling you to block or monetize its copyrighted content uploaded by any third party users.

We Move Your Channels into the our Partnered Network to take advantage of our Google AdSense and YouTube direct sales advertising revenue opportunities;

We Make Your You Tube Channels eligible for the advertising we sell;

We make your You Tube Channels eligible for syndication opportunities we secure;

Content Management on I tunes & other Music Stores Across World

We have a very robust content distribution system which distributes our content worldwide on all the licensed stores.

Our Services will Include Account Opening, Content deployment, Barcode issue , ISRC provisions , Daily reporting , Weekly Preview of Reporting , Final Reporting, Revenue Share Reports country Wise, Revenue Share Reports store wise ,Artist Dashboard (Live reporting Refreshed every 3 hours) ,Individual Username & password for Live Reporting , Artist Dashboard access from Computer , Mobiles or with any internet enabled Device across world, Artist comparisons , Content comparisons , Pre order on Various Stores & Much More.

Tie up's, Content Management, Content Registrations @ PPL UK, PRS UK & MCPS UK

Apart from India , the Royalties needs to be collected from various Parts of countries which music labels Artist & Independent Musicians Generally ignore and major part of Royalties (which are been paid in Dollars & Pounds) does not comes in to the bank account of such Creators .

So we as Meshi Creations (P) Limited are Assisting & Acting as the Marketing & content Consultant for creators in such societies across the world .

We get you the direct membership (lifetime) for the below mentioned societies and let all the royalties delivered in your bank account directly from the societies .

Our Services:

1. Tie UP
2. Contract signing
3. Fees management
4. Complete Music Label, Artist & Independent Musician Registration
5. Content Registration
6. Content & metadata updating
7. Royalty Collections
8. Reporting Management

Sno	Particular	PPL UK	PRS UK
1	Society	Society for Sound Recording	Literary & Performing rights
2	Engage	Only Music Labels	Music labels , Music director , Lyricist & Composer
3	Fees	FOC	400 Pounds
4	Reporting & Royalties	Once in Year (Mostly in JULY)	Every Quarter
5	Registrations	Done by Meshi	Done By Meshi
6	Admin charges for Meshi	20000 INR	20000 INR
7	Consultant	Meshi Creations (P) Ltd	Meshi Creations (P) Ltd
8	Queries & claims	Managed By Meshi	Managed By Meshi
9	Consultancy Charges (MESHI)	30 % of total Royalty earned every year	30 % of total Royalty earned every year
10	Music Label Relationship	Direct	Direct
11	Royalties & reporting	Received Directly by Music Label	Received Directly by Music Label
12	Registration time by Meshi	72 hours (3 working days)	30 Days
13	Meshi's Status	Direct Consultant to	Direct Consultant to PRS

7. *Content Promotions & Advertising*

Majorly working with the Clients from the Music & entertainment backgrounds, Content Promotions & advertising becomes one of the most integral parts of our day-to-day activities. We had been working very closely with almost all the TV & Radio Broadcasting networks within our region and provide our clients with best possible advertising rates to promote & advertise the content created on all possible Advertising Platforms.

We like to call ourselves as an one-stop solution to all the advertising needs of the industry. Successfully completed more than 3000 Advertising Campaigns makes us one of the most reliable Advertising agencies among our clients & competitions. We customize the advertising packages within the budget & needs of the our clients. We provide advertising solutions to our clients on the following Platforms:

- A) Television Advertising
- B) Radio Advertising
- C) Social Media Campaigns
- D) Other Internet Promotions
- E) Cinema Advertising
- F) Outdoor Advertising
- G) SMS Promotions

8. *Royalty Collections & Distributions*

Against the content exploitation of the content, we receive royalties from almost all the platforms directly into our bank accounts and later with help of our CMS (MMIS) , we distribute royalties to all our Music Labels

MMIS allows us to:

- Maintain all client data in the system which can be edited, deleted, updated or downloaded anytime from any location. Client Data contains all possible information of the client be at name, Bank Accounts Details , Passwords , Tax Numbers , Contact Details , Address details and much more
- Maintain all metadata which can be searched client wise, song wise, album wise , genre wise and further allows a user to see all RBT Codes , online Content links and even allow user to download , upgrade & delete any information required or not required .
- Map the content against the client name from the Raw Reports

- Maintain the entire Reports & Royalty System including Search Reports (Label Wise , Date Range wise , Song wise , Platform wise , etc.) , Reports Summary (How much royalty is been paid against what platforms , which date the royalty is been paid , Outstanding royalty Details) and much more . All information can be downloaded in fraction of seconds.
- Maintain International Payment Data, All Raw & Processed Reports, Payment Paid months and much more

We are continuously working on MMIS and everyday upgrading the same with help of our software engineers to make it a best possible Content management System for better user experience.

We pay royalties quarter wise as per the below Excel:

Sno	Quarter	Royalty Pay out date
1	Jan Feb Mar	15-May
2	April May June	15-Aug
3	July Aug Sep	15-Nov
4	Oct Nov Dec	15-Feb

Current Royalty Cycle:

Sno	Platform	Royalty Cycle	Royalty Received till	Paid Till
1	PPL INDIA	Quarterly with 6 months Delay	Mar-17	Mar-17
2	IPRS INDIA	Quarterly with 6 months Delay	Direct to member	Direct to member
3	PPL UK	Quarterly with 6 months Delay	Direct to member	Direct to member
4	PRS UK	Once in a year	Direct to member	Direct to member
5	YOUTUBE	Quarterly with 1 Months Delay	Mar-17	Mar 17
6	ONLINE	Quarterly with 3 Months Delay	Mar-17	Mar-17

9. *Event Solutions (Music & Film Launch , Awards functions hosting etc.)*

Events are always associated with Music & Entertainment and during the early days of our existence we had been offered to manage many events associated with Music & Entertainment by our existing clients & post managing them successfully, we added

another wing to our business and signed contract with various event companies of the region for executing event services for us, we had been fortunate enough to execute:

- More than 200 + Music Launches & Press conferences
- 2 Music Award Functions in the region
- Region's biggest Entertainment Event i.e. IPL for KXIP (IPL PUNJAB CRICKET TEAM) as Official Entertainment Partner for 3 consecutive years (2013, 2014 & 2015)
- Artist & other event Facilities Coordination for almost all Google's events since last 2 years & is an approved Event & Artist Management Vendor of Google India.
- India's First Arm Wrestling Competition's Video Production including all events Services in 90 Cities of Punjab in a record time of 30 days for Reliance Television network named " SPARK PUNJABI"

10. Artist & Brand Management

Meshi Creations (P) Limited is a multi media agency that Specializes in the professional Services of Creating, planning and managing all forms of media through branded platforms and creative people and is a connector between Celebrity talent and brands at the highest Levels. We provide a point of view that creates media and sells the clients product all at the same time. We also handle overall marketing and branding strategies for our clients.

We had been successful in managing more than 10 + Artist, 30+ Brands and 4+ Public Figures from the fields of Music, Magic, Entertainment, Politics Etc. We Match Artist, Public Figures & Brands to create unique Marketing Experience.

11. Broadcasting (Steelbird Music TV)

Meshi Creations also owns a brand new Punjabi Television Network Named Steelbird Music , which is first of its kind a High Definition Music & Entertainment Channel completely focus to Entertain lovers of Music at all levels .

Steelbird Music is a Punjabi & Hindi Language Broadcasting Network offering Music lovers to watch Music Videos, Music News, Artist interviews, Music Reviews, Music Industry insights in HD 24 by 7 throughout a year. Steelbird Music is a revolutionary broadcasting Network which is at the same time a connection point for music fans, a platform for artists to promote and develop their careers, and a deep well of information to assist the industry professional in finding the next #1 song and emerging star.

Steelbird Music also lets its Music lovers to enjoy the live Streaming of Steelbird Music along Top Artist Interviews, Latest Songs Streaming, connect with Celebrities and much more on its

most advanced, Updated and Entertaining Website www.steelbirdmusic.tv and is also available to download on Google Play Store & Apple Store.

Costing:

Services Costing:

Sno	Consultation	Amount	Remarks
1	Music Company Formation	5000/18500/25-40K	PROP/LLP/PVT LTD
2	Legal & Copyright Affairs		
	Copyright Advice & Agreement Solutions	INR 10000-INR 15000	Per year
	Content Infringement Solutions	Depends from Case to case	
3	Audio & Video Productions	Depends from Product to Product	
4	Censor Certificates	INR 4500	Per censor
5	Complete Design Support		
	With Company Logo, Business Kit & Designs for Single Song/Album	INR 6000	
	Designs for Single Song/Album	INR 3000	
6	Website Development	INR 15000	Per website / Max 10 pages / Yearly Maintenance Included / Email Services / Domain Charges Excluded
7	SEO activities	Depends from Product to Product	
8	Content Promotions & Advertising	Depends from Platform to Platform	

Music Company's registration with Societies & other Platforms (worldwide)

Sno	Particular	Other Aggregator Charge (approx.)	Actual Fees	Meshi Admin Charges	Remarks
1	PPL INDIA	25 -30 K	0	0	Required Minimum 15 projects to avail membership
2	IPRS INDIA	10 K	1000 INR	4000 INR	
3	ONLINE	10 K	0	0	

	STORES				
4	YOUTUBE	25-30 K	0	0	
5	PPL UK	As of now in the region we are the only one Providing Maximum Number of membership to the society	0	20000 INR	
6	PRS UK	As of now in the region we are the only one Providing Maximum Number of membership to the society	400 Pounds	20000 INR	Required Minimum 15 projects to avail membership

Stats

1. 12 Years of Industry Experience
 2. One TV Channel - Steelbird Music
 3. 200+ Music Label Management
 4. 200+ You Tube Channels
 5. 8000+ Audio Tracks
 6. 2400+ Videos
 7. Created more then 4 + TV shows
 8. 150+ Events
 9. 6000+ Social media Campaigns
 10. 2000+ Advertising Campaigns
 11. 10+ Managing Authors
 12. 20 + Global Associations
- & Entertaining Millions of Music Subscribers Across globe

FOR MORE INFORMATION ON OUR CONTENT, CLIENTS & PROJECTS PLEASE VISIT
WWW.MESHI.IN OR EMAIL US AT info@meshi.in

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