

GUITARMONK 2012

Guitarmonk is India's pioneer music brand popularly known as (1) the 1st formal chain of guitar school of India (2) a music record label specialized in recording definitive arts music (3) and as one of India's largest music social movement

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 (Page # 1 to 8)



www.facebook.com/guitarmonk



www.twitter.com/theguitarmonk



www.youtube.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 and milestones in the music industry creating a pavement for newbie.

Guitarmonk Group Units

- Guitarmonk **Club** (Excellence in Guitar Education)
- Guitarmonk **Records**, (A Music Record Label)
- Guitarmonk **Corporate** (Corporate Engagements)
- Guitarmonk **Social** (Serving the cause...)
- Just Dial Music (Greeting & Gifting Services)

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..."



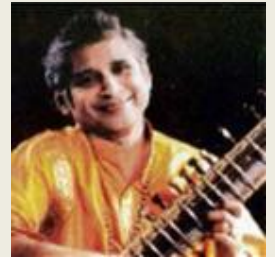
USTAD SULTAN KHAN SARANGI MAESTRO

"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"



PUBLISHING & RETAIL

Listen to Audio excerpts @ facebook.com/GuitarmonkRadio

RECORD LABEL (Albums by Guitarmonk) **GUITARMONK RECORDS**
Preservation of Definitive Arts | Indian & Therapy Music | Artist Empowerment
www.rasrang.org | www.gmrecords.in



500 + recordings, 22 + Albums and works with various National Awarded Artists and Celebrities.

Guitarmonk is regularly producing diversified music and release album/concept every month

Guitarmonk Radio offers anti-stress Ambiance Music Playing License for premises in the form of various sessions as Morning/Noon/Evening | **30 + Products & License Applications** | Instrumental, Ragas, Music Moods etc.



- Indian Music Radio Licenses
- Solo Instrumental Music Licenses
- Guitarmonk Albums Subscriptions
- Corporate Music Gifts



Ragas Rang is an amalgamation of two concepts as Swaras + Swarang that preserve and promotes two musical heritage of India as Ragas & Folk Music

- 'Swaras' - Classical Music of India (Volume 1, 2, 3...)
- 'Swarang' - Folk Music of India (Volume 1, 2, 3...)

RasRang (Swaras + Swarang) empowers artist with a music platform /income connecting them to corporate

PUBLISHING & RESEARCH **Books & Repertoires**

15 Music Books/Curriculum | 100+ Repertoires | Tutorials & Library

Music books series...



RETAIL & MERCHANDISE **Guitars & Accessories**

My Guitarmonk Kit | Guitarmonk Guitar Doctor...!

Guitarmonk offers dedicated retail and accessories support to all students and also non-students queries.

Guitarmonk facilitates and manufactures accessories that include Guitar Bag | Guitar Tuners | Plectrum | My Guitar Kit etc..!

FREE GUITARMONK GUITAR DOCTOR FACILITY IS PROVIDED TO COUNSEL/SERVE RETAIL/EDUCATIONAL QUERIES



EVENTS | Guitarmonk Social

More than 100 Events in last 2 years

Guitarmonk contributed plethora of events on various cause with more than 100 events in year 2009 - 2011.

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	Celebrations	Music Promotions
Green Cause	Valentine's Day	Music Parent-Teacher Meet up
Doctor's Day	Friendship Day	
Forestry Day	Father Day	
Population Day	Woman's Day	Free Workshops
Water Day	Independence Day	
Earth Hour	Elevate -	Donations
Abhinandan 75	Underground	
Society Music		Guitar Doctor
Art of Living		

Valentine Day

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



WORLD POPULATION DAY DOCTOR'S DAY ABHINANDAN 75



WATER DAY FORESTRY DAY GAUR AOL



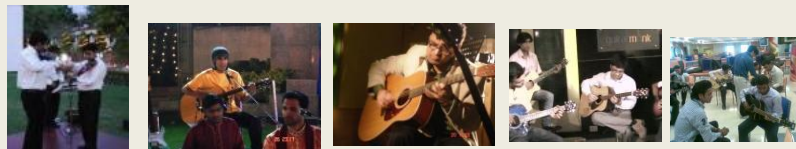
AMITY BAPTIST TSRS LPS



MAMC CAMBRIDGE KIDZEE SHEMROCK DPS



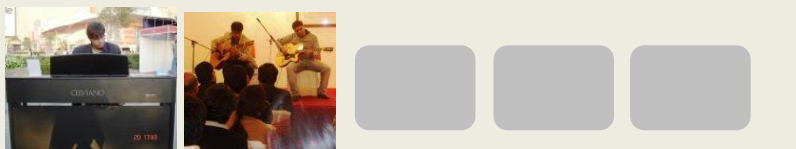
WAL-MART SUPERTECH SHIPRA MALL DELHI SECRETARIAT CAFÉ COFFEE



ARMY CAMP FARM HOUSES NDTV 9x NEWS TCS



FRIENDSHIP DAY VALENTINE DAY WOMAN'S DAY ELEVATE



@ GIP @ 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 premium 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



For detailed information and brochure on the service go to website www.justdialmusic.com or write at info@guitarmonk.com

This Presentation is only a basic/brief OVERVIEW about Guitarmonk. For more details contact info@guitarmonk.com

See 15 Things that make us special

What Makes Us Special?

More than 3000 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 | CORP

(See – Performance Video/Employees @ 18th hour

Leading Corporate Trainers in Country

Corporate Honor/Awards – HCL, Samsung, TCS etc

Engagement Programs USP - where even the busiest corporate would manage.

Guitar Specialty & Now Pianomonk...!

Moving ahead with a global perspective & non-compromising standards, creating specialty and commitment to each subject as Guitar or Piano via a separate system/process and teamwork

Guitarmonk **ROG** now in 7+ Countries

Guitarmonk ROG curriculum and system is now learnt in 7+ countries via online is exclusive and historic program/genre by guitarmonk on guitar.

Guitarmonk **COP**

Guitarmonk Cop is another historic and 1st ever music career oriented program by guitarmonk. 1st batch starting year 2012

Guitarmonk **DLP** | e-Learn

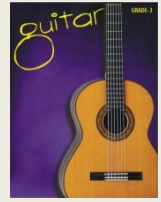
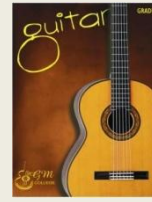
PAN India student's part of e-learn programs

Guitarmonk **CRP** | a course that make you perform

Complete Recreation Program is now an established program taken by 100s of guitarmonk students is a lifestyle, recreational mass program.

See Students Video | Reviews

MUSIC EDUCATION - CRP | CORP | COP | ROG



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

SEE - 20 Indispensable Values of Music Learning by Guitarmonk

Who is your Mentor | Your Curriculum | Support Areas | Counseling | Back up Batches | Recovery Classes | Group Performance | Solo.



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

Guitarmonk – an expression for your life style, the **guitarmonk** of your life.

Open Guitarmonk Club at your Territory | Limited Territory

“Associations appreciated our achievements”

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 via a stronger model. Create new benchmarks in the music industry/economy with music as a serious/sincere profession and career choice.

GUITARMONK GOALS –

- Established Guitarmonk Education System globally and known as a unique and best Guitar Education System
- Brining Guitarmonk Records & Radio music to wider and global territories.
- Record/Preserve/Connect more music/ newer artists/talents to the masses thus empowering artists with platforms/jobs.
- Establish a stable/long run platform for GM associates
- Contributing socially @ larger scale via Guitarmonk Social

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



CORPORATE

- DR. LAL PATH LABS
- BLACKBERRY'S
- CLUB MAHINDRA
- JUBILANT LIFE SCIENCES
- TCS
- HCL
- ADOBE
- SAMSUNG
- GAP Clothing
- 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
- Sa Re Ga Ma, HMV

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

