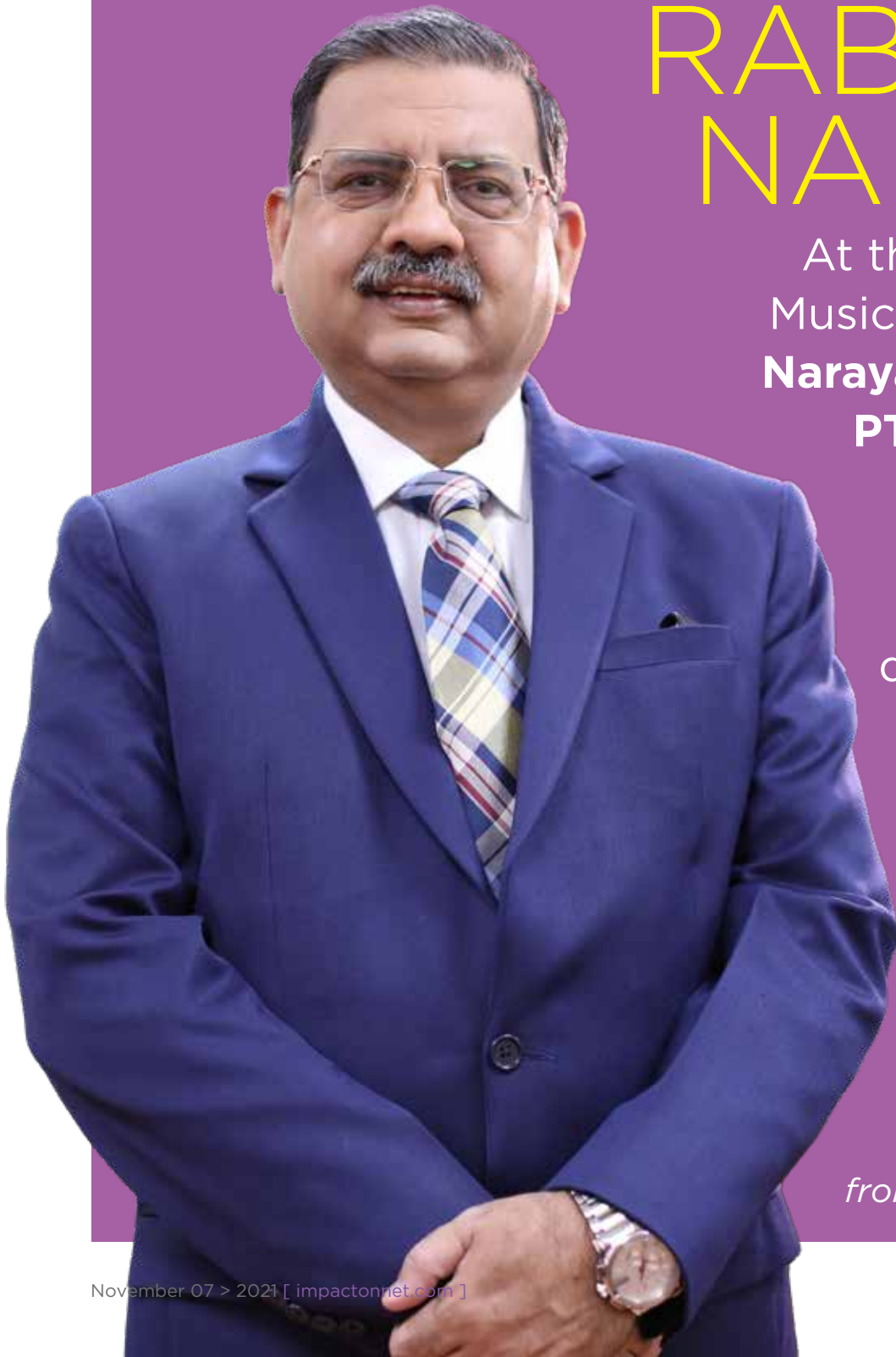


AT PTC NETWORK
WE ALWAYS
BELIEVE IN
NURTURING AND
SUPPORTING
NEW TALENT:
**RABINDRA
NARAYAN**



At the virtual edition of Music Inc 2021, **Rabindra Narayan, MD & President**

PTC spoke about the phenomenal rise of Punjabi music and how the industry dealt with the covid crisis.

Here are some excerpts from this exclusive interview:

Q] How has the Punjabi music industry dealt with the covid situation?

Punjabi music industry has been the most thriving music industry across the globe. Almost every singer, who is good, would have shows on the weekend at every occasion somewhere or the other in the world.

This industry thrives on live performances and artists who are cutting albums and shows; they have actually revolutionized the non-Hindi music in India. The covid impact was visible but they managed to deal with it.

Some creators adopted newer technologies and created music at their home.

Q] PTC has always supported Punjabi artists and it has become the backbone of the Punjabi Music Industry. In your view what are some of the big contributions of PTC when it comes to Punjab and its artists?

The greatest high we saw was when we did our first Music Award. The entire industry came out in full support. In



my career, this was is one of the high point that we could have the entire industry come together and celebrate together.

Also, whenever new singers come to us for a break and when they become superstars, that's the high we have often experienced, and it's a great feeling.

Q] Where do you see the Punjabi music industry in the next two years?

I am of firm belief that the quickest bounce back after this pandemic would be that of the Punjabi music industry.

Despite the pandemic, we recorded a number of new songs. I think this tragedy which has taken the world by surprise will soon be behind us.

Few months down the line, we see things coming back to normal. In my view, it may take about two years to fully get into the groove but we will be back as an industry in full force.

Q] What is your advice to budding artists?

My advice to all the new artists would be to get more innovative. There are many tech platforms available to monetize your art, make the most of it. While covid might have posed challenges for all of us, it should not be allowed to dampen your fire as a creator. At PTC, we always believe in nurturing and supporting new talent and we will continue to handhold and support new artists.