

MediaMetrics India Signs 3 Year Territory Management / Promotion Deal with Leading Musical MNC

MediaMetrics India becomes the Asian Regional Territory Partner for Leading Musical MNC



Tamil Nadu, Chennai, Apr 16, 2021 (Issuewire.com) - In recent days, during Covid Online Musical Industry has seen a major boost. With the trend to continue for furthermore, the US HQ-based Musical MNC has signed MediaMetrics India as their Regional / Territorial Partner for upcoming Media/Musical Album Releases. With around 12 years of existence and more than 1500 projects, MediaMetrics is a 360 degree Media Management and Business growth consulting company. Headquartered in Chennai, MediaMetrics works in 14 countries (12 Asian Countries).

Mr. Sathish Sampath, Founder / Managing Partner of MediaMetrics India said "Independent Music Albums and many more Independent Musical artists will get a great boost. With the recent trend of Singles getting huge reception, We intend to bring back the 90s trend, where India will see many private musical albums released by upcoming artists. With digital technology, production/marketing costs to be minimal, making it completely affordable to all upcoming artists".

Representing the MNC Musical Group, their Ms. Rina Prakash, spokesperson too collaborated the view and added "We both have got experience in working on Musical projects in the Middle East, especially in Arabic and Lebanese Market. We both have combined to give 4 platinum records partnerships in the past. We are very confident, this partnership will work to both of our strengths. In a week or so, we will

come out with an official partnership release and Press statement through our HQ team from Los Angeles."

In an event today in Chennai, Agreement was signed in the presence of leading Media Personalities, Film Personalities, and Industrialists. The value of the deal remains undisclosed at the moment, as the same will be released by the parent corporation their PR statement.

Bureau Report



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