

Shashank Chandel: From Indie-Folk Rocker to Music Entrepreneur with Groove Globe

Shashank has ventured into the entrepreneurial space with the launch of Groove Globe, an independent record label dedicated to supporting emerging indie hip-hop talent in India. Built entirely through self-funding.



industry, Shashank continues to redefine his artistic approach while contributing to the growth of the indie music scene. But his passion for music doesn't stop at creating melodies—he has also ventured into entrepreneurship by launching Groove Globe, a self-funded indie hip-hop record label.

A Musical Journey Rooted in Passion

From humble beginnings, Shashank's musical journey started with performances in local gigs across Mumbai, blending genres of folk and rock. Drawing influences from Indian folk music icons like Raghu Dixit and Indian Ocean, and internationally acclaimed artists such as John Legend and John Mayer, Shashank has crafted a sound that is both personal and universal. His commitment to authenticity and lyrical depth has been the hallmark of his career.

The success of "Insane X Excuses"

Shashank's major break came with his single "Insane X Excuses", a song that garnered international attention and earned over 7 million streams across platforms like Spotify, YouTube, and Apple Music. The song's success has put him on the global indie map, showing his ability to captivate diverse audiences while staying true to his roots.

Groove Globe: A Record Label for Indie Hip-Hop Artists

In 2023, Shashank took a bold step by founding Groove Globe, a record label dedicated to nurturing and promoting indie hip-hop artists in India. Unlike traditional labels that are backed by huge investments, Groove Globe is a self-sustained venture, demonstrating Shashank's entrepreneurial spirit and his belief in the power of independent music. In its first year, Groove Globe has generated \$3,700 in revenue without any external funding or venture capital.

Speaking about Groove Globe's mission, Shashank says, "The indie hip-hop scene is growing rapidly, but the artists need the right support and platform. At Groove Globe, we're not just a label—we're a community that provides artists with the freedom to own their music and chart their creative paths."

Agni The Band: A Fusion of Rock and Folk

Shashank is also a key member of Agni The Band, a well-known indie rock band that fuses elements of rock and folk music. As the lead guitarist and songwriter, Shashank continues to push the envelope with Agni's energetic and electrifying live performances. Agni The Band has made a name for itself in the Indian independent music circuit, known for its powerful sound and engaging stage presence.

Upcoming Projects and Collaborations

Looking forward, Shashank has several exciting projects on the horizon, including collaborations with both established and upcoming artists. Under Groove Globe, he plans to release new music featuring fresh indie hip-hop talent from India. Shashank is also working on solo projects, blending new sounds while maintaining his signature style which has earned him a dedicated fan base.

"2024 is shaping up to be an incredible year for both my music and Groove Globe," Shashank shares. "We're already in talks with some amazing artists, and the future looks bright for indie music, both folk-rock and hip-hop, in India."

Music Links: Listen to Shashank Chandel

- Spotify: [Shashank Chandel On Spotify](#)
- YouTube: [Shashank Chandel On Youtube](#)
- Apple Music: [Shashank Chandel on Apple Music](#)
- iTunes: [Shashank Chandel on iTunes](#)
- Amazon Music: [Shashank Chandel on Amazon Music](#)

About Groove Globe

Founded by Shashank Chandel in 2023, Groove Globe is an independent record label dedicated to promoting indie hip-hop artists. With a vision to disrupt the traditional music industry, Groove Globe provides a platform where artists can retain ownership of their work while benefiting from resources and support. Operating on self-resilience, Groove Globe generated \$3,700 in its first year and continues to grow as a hub for creative independence.

Follow Groove Globe and Shashank Chandel

- Website: <https://www.grooveglobe.in/>
- Instagram: shashankchandelmusic
- Facebook: Shashank ChandelMusic



Media Contact

sharp news

shashank.chandel@icloud.com

Source : Sharp News

[See on IssueWire](#)

