

Maithili Raelle Is Choosing Herself: Pop Artist Blending Culture and Uplifting Gen-Z Culture

KTD Music Group Releases New Single "I CHOOSE ME" by Maithili Raelle and Hiii Siddity



New York City, New York Sep 21, 2026 ([IssueWire.com](https://www.issuewire.com)) - Rising R&B artist **Maithili Raelle** is stepping into a new chapter with her latest collaboration, **“I Choose Me” featuring Hiii Siddity**—an empowering record centered on self-worth, independence, personal growth, and the importance of choosing yourself. Hailing from **New Jersey**, a state known for producing some of music's most influential artists, Maithili Raelle is also helping expand representation for South Asian voices in mainstream R&B. For Maithili, however, “I Choose Me” represents more than a new release. It is another expression of an evolving identity shaped by **R&B, contemporary pop, classic soul, Gen-Z culture, and her Indian heritage**.

Rather than fitting neatly into one musical category, Maithili is creating a sound that reflects the many influences that have shaped her. Her artistry connects the emotional depth of R&B with contemporary pop sensibilities while embracing the cultural background that remains an important part of who she is.

Rooted in Culture, Inspired by the Greats

Maithili expressed in a previous interview on Iheartradio's Party101.9 that her journey into music began naturally. Coming from a musically inclined family, music was always present in her life. What started as a hobby gradually evolved into a professional pursuit—something her family embraced wholeheartedly.

“My family is actually very musically inclined, so starting music as a hobby was never questioned. It just felt very natural. Then, when music transitioned from being a hobby into a career, that also happened pretty naturally for us. Even though pursuing music professionally isn't something you see very often in Indian or Asian culture, my family has been 200% supportive.”

That support has allowed Maithili to explore her artistry without feeling the need to choose between her cultural identity and her musical ambitions. Her Indian heritage is not simply a footnote in her story. It is part of the broader perspective she brings to her music, allowing her to connect with audiences who understand the experience of growing up between cultures while also speaking to a generation that values individuality and authenticity. The collaboration with **Hiii Siddity** adds another layer to the record, combining contemporary R&B energy with an uplifting message about knowing your worth and putting yourself first. Maithili Raelle is not choosing between her heritage and her artistry. **She is choosing to embrace all of it and turn those experiences into a sound that belongs entirely to her.**

Listen Here: <https://venice.lnk.to/i-choose-me>

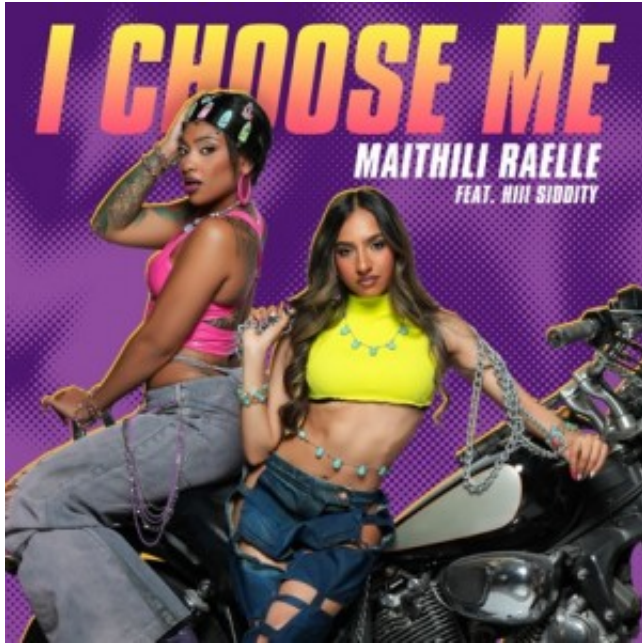
Watch “I Choose Me”

Watch on YouTube: <https://www.youtube.com/watch?v=f83DpJ1a7HA>

Photo: Courtesy of KTD Music Group / Multi Artistry Ent. / PlentyVisualz_

Styling: Flee The Goat

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