



Taal Inc. & Friends by Varun Venkit
Press Kit
Unleash the Rhythmic Magic

Introduction

Taal Inc. & Friends is not just a band; it's a rhythmic journey that transcends borders and brings together a diverse ensemble of talented musicians who share a deep love for world music and percussion. With their infectious beats, soulful melodies, and mesmerizing performances, this ensemble captivates audiences wherever they go. The band has become synonymous with the fusion of traditional West African and contemporary music, creating a unique and unforgettable musical experience.

The Band

Taal Inc. & Friends is led by Varun Venkit, an accomplished percussionist and founder of Taal Inc., a pioneering rhythm and wellness organization in India. The band comprises Sanjay Divecha on guitars, Gino Banks on drums, Sheldon D'Silva on bass guitar, Gandhaar Amin on flute, Rahul Wadhvani on keys and a revolving roster of talented musicians, each contributing their unique style and instruments, making every performance a dynamic and soul-stirring experience. The Friends in the ensemble include renowned musicians, both instrumentalists and vocalists, who collaborate to create a one-of-a-kind musical tapestry.

Musical Influences

Taal Inc. & Friends draws inspiration from traditional West African folk tunes which has been Varun's area of study for over a decade in addition to a wide range of musical traditions from across the globe. The band seamlessly blends elements of jazz, funk, reggae, Afrobeat, and more. This eclecticism results in a genre-defying sound that is truly global, with influences that resonate with audiences of all backgrounds.

Live Performances

Taal Inc. & Friends is renowned for their captivating live performances. Their shows are an explosion of rhythm, melody, and energy. Audiences are drawn into the groove, and the band's ability to create an electric atmosphere is unparalleled. The energy of the percussion, the soulful vocals, and the brilliant instrumental interplay make for a memorable experience that leaves crowds in awe.

Discography

Taal Inc. & Friends has released four singles (each featuring a renowned artist in addition to the power packed band line-up) that showcase their musical evolution and diverse range. Some notable releases include:

- **Kassa featuring Vasundhara Vee:** This song is the band's anthem that sings about prosperity and healing. The rhythm 'Kassa' refers to granary and is traditionally played to celebrate a good harvest. Vasundhara's powerful and soulful voice has truly brought the song to life.
- **Bele Bele featuring Kalpana Patowary:** This song features the Bhojpuri queen of India, Kalpana Patowary and seamlessly fuses a popular West African folk tune with 'Bihu' a traditional North Eastern dance form. Bele Bele literally means 'big personality' and is a song that was created by 'Sewakan' (Mamady Keita's band). This version of the song is a dedication to Varun's late father .
- **Kotedjuga featuring MC Artslord & Viveick Rajagopalan:** This song features a young rapper from Dharavi by the name of MC Artslord and renowned Mridangam player Viveick Rajagopalan (of the Ta Dhom project fame). Kotedjuga is a traditional West African mask dance where jesters wearing this mask would 'disturb' and poke fun at formal proceedings. The Tamil rap speaks about 'removing one's masks' and showing their true authentic selves.



- **Yankadi Makru featuring Women of the World:** This is a traditional West African courtship song that features the immensely talented acapella ensemble 'Women of the World'. This love song is Varun's dedication to his wife Akshata Parekh.

Achievements:

- Taal Inc. & Friends has performed at prestigious events and festivals, leaving a lasting impression on audiences across the globe.
- Through the work of Taal Inc, the band's commitment to rhythm education has led to collaborations with schools, colleges, and organizations, furthering their mission of spreading the joy of rhythm and music.
- Varun Venkit, the band's founder, is recognized as a leading expert in rhythm and wellness and has received numerous awards for his contributions to the field.

Upcoming Projects

Taal Inc. & Friends continues to expand their musical horizons. They are currently working on an exciting new single that promises to push the boundaries of their genre-blending even further.

Contact Information

For booking inquiries, interviews, and other media requests, please contact:

Name: Varun Venkit

Email: taalinc@gmail.com

Phone: (+91) 7767862929

Website: <https://www.taalinc.net/taal-inc-friends/>

Social Media:

- **Facebook:** <https://www.facebook.com/taalincandfriends>
- **Instagram:** @taalincandfriends / <https://www.instagram.com/taalincandfriends/?hl=en>
- **YouTube:** <https://www.youtube.com/@TaalincNet>

Taal Inc. & Friends is a rhythmic force to be reckoned with, bridging cultures through their music and captivating audiences with their unforgettable performances. Their fusion of traditional West African and contemporary music, combined with their dedication to rhythm education, make them a unique and influential musical entity in today's global music scene. Don't miss the opportunity to experience the magic of Taal Inc. & Friends live.