

Press Release: The Birth of Goongoonalo: India's First Artist-Owned Music Ecosystem

In a landmark moment for the Indian music industry, a collaboration of over 35 the country's most celebrated musical artist has unveiled a visionary new platform: Goongoonalo. — it is India's first artist-led, artist-owned cultural ecosystem. Founded by legendary poet Javed Akhtar, Grammy-winning composer Shankar Mahadevan, and technologist Sridhar Ranganathan, and helmed by CEO Sherley Singh, the platform represents a paradigm shift in how music is created, shared, and experienced.

Goongoonalo is designed to challenge the algorithm-driven music landscape by offering a human-centric, soulful alternative. The platform promises original content, unreleased classics, lyrical intimacy, and direct fan engagement.

As Javed Akhtar put it, "May 5, 2025, will be remembered as a historic day. Goongoonalo gives artists the freedom to create without the constraints of producers or music companies. It's the first of its kind globally, where musicians, lyricists, and singers are shareholders. Artists will have complete creative freedom, and no committee will oversee their work. Members will also introduce new talents, giving exposure to emerging singers, lyricists, and composers. This is where there will be complete unity in complete diversity."

This vision is echoed by co-founder Shankar Mahadevan: "Goongoonalo is a platform created by artists for artists. It's a stage to write the next chapter of music. Today is a significant and historic day for all artists. Through this platform, the dreams of many artists will come true.

Sonu Nigam:

"When I came to Mumbai in the '90s, we always wanted to do something that no one else was doing. Now, that dream will become a reality with Goongoonalo, which will become very important in the history of music."

Prasoon Joshi:

"Many times, we've had our mic and pens but by the end of the writing process, we were left wondering what it was we initially wanted to say. We've done a lot of commission work—now it's time to commission our work to ourselves and say exactly what we had set out to express. Goongoonalo provides the freedom to think and create without any constraints."

Together, Arijit Singh, Shreya Ghoshal, Sunidhi Chauhan, Shekhar Ravjiani, Vishal Dadlani, Amit Trivedi, Irshad Kamil, Vijay Prakash, Srinivasan Doraiswamy, Loy Mendonza, Amitabh Bhattacharya, Anupam Roy, Harshdeep Kaur, Mahalakshmi Iyer, Bickram Ghosh, Akriti Kakkar, Akshay Hariharan, Rachel Singh, these voices are forging a new, inclusive path for Indian music—a future shaped by those who create it.

Lalit Pandit:

"We've long awaited a moment where music could truly enjoy its own freedom. With Goongoonalo, that time has finally come. We're thrilled to revive songs we always believed deserved a chance but were overlooked—and now, even our unreleased gems will find their home here."

Shaan:

"This is truly historic. This is a one-of-a-kind universe, and it's our universe—and we welcome anyone

and everyone to be part of it. It started with good intentions, and anything done from the heart yields good results. We'll strive to present our best songs on Goongoonalo."

Ehsaan Noorani:

"Goongoonalo opens up endless possibilities for collaboration. It not only enables us to create fresh music but also makes it accessible to the world—expanding opportunities to showcase our work for sync and beyond."

Sameer Anjaan:

"I often meet aspiring writers eager to share their work and connect with us. With this platform, Goongoonalo, we now have a dedicated space for the next generation of artists to reach out and submit their creations. This is our sincere endeavour to take Goongoonalo to new heights of success."

Hariharan:

"It's a great and historic day today. Whatever we do for this company is for us—we own the company, and hence the creation will be of a high level. I am expecting some amazing music to be produced by Goongoonalo and am thrilled to be part of it."

Salim Merchant:

"We're often creating music to fit a brief—but with Goongoonalo, we have the freedom to explore our own expressions and transform pure art into music. The creative possibilities are limitless, allowing us to truly express music as an art form."

Sulaiman Merchant:

"For the first time, the music fraternity has come together not just as creators, but as co-owners of a company. We hold shares, we own our music—and that's truly empowering. Goongoonalo is a one-of-a-kind platform, and I wish all of us great success on this journey."

Raju Singh:

"As individual artists, we give our all—yet there's often a sense of something missing. This collaboration helps fill that void, allowing each of us to reclaim our creative freedom and find fulfillment in making music on our own terms."

Anand Shrivastava:

"Goongoonalo will showcase creations that are close to our hearts—those pieces we couldn't share before, but now, we finally have the opportunity to bring them to life."

Milind Shrivastava:

"We were often left behind with songs we loved, while other versions were picked. But with Goongoonalo, we now have the freedom to bring back the music we truly believe in and share it with our fans."

Aruna Sairam:

"I'm thrilled to be a shareholder in Goongoonalo. As a classical singer, I always wondered how I could collaborate with non-classical artists—and this platform truly offers that opportunity."

Papon:

"This collaboration feels almost unreal. The beauty lies in the fact that when I release a song on this platform, the entire community will support it—and I'll do the same for theirs. It's collaboration on a whole new level, and I can't wait to see where this journey takes us."

Shweta Mohan:

"I flew in from Chennai just to be part of this incredible confluence—it felt almost too good to be

true. With such stalwarts involved, this platform is sure to preserve the soul of independent music and bring it back to audiences in a powerful way. Stay tuned!"

Anusha Mani:

"The team behind this platform is incredibly inspiring, and their credibility alone convinced me to be a part of it within just 60 seconds of our conversation. I'm wishing all of us immense success!"

Mannan Shaah:

"Being part of Goongoonalo with music legends is an honour. Creating songs with complete creative freedom here will be a unique experience."

Amitabh Bhattacharya:

"I hope this platform proves to be a game-changer for music-related artists. For me, I'm looking forward to working on ideas I've longed to realize."

Siddharth Mahadevan:

"We artists will release our songs on our own company, Goongoonalo. Its USP is that every artist will promote each other's songs, reaching a vast audience."

Kaushiki Chakraborty:

"As classical singers, we've always enjoyed creative liberty—but we've also carried dreams beyond tradition. One of those dreams has been to collaborate with artists from diverse backgrounds, like those in the Goongoonalo family. I'm truly excited to share my music here and explore these new creative collaborations."

Joshua Singh:

"My Goongoonalo moment came when I experienced the release of Shakti's music from the '70s. Now, I'm getting the chance to collaborate with legends from that era and beyond. I'm truly excited to be part of this platform."

Soumil Shringarpure:

"My Goongoonalo moment goes back to my childhood, when I sat in a mehfil listening to my uncle sing. Now, I'm excited to nurture and grow the seeds of music that were planted in me back then."

Akshay Hariharan:

I'm beyond thrilled to be part of a team that includes such legends from the Indian music fraternity. I've already created a few songs—and even collaborated with my dad on one of them. I can't wait for them to be released on Goongoonalo and to see how fans react!

Adding technological heft to the vision is Sridhar Ranganathan, who described the architecture of the platform: "At Goongoonalo, we're building a platform where technology serves emotion. Our cloud-native architecture is designed to scale effortlessly—connecting millions of fans and creators in real-time, across geographies."

Summing up the platform's mission, CEO Sherley Singh stated: "Goongoonalo is a living archive of culture and creativity. A space where a grandmother in Chennai can rediscover her favourite raag, and a teenager in Shillong can collaborate with her idol."

Beyond the Launch

The unveiling was more than a product launch—it was a gathering of India's artistic vanguard, united by a mission to reshape how creativity is valued, distributed, and experienced.

With a full slate of collaborations, mentorship programs, and a growing calendar of live and digital events, Goongoonalo is poised to become a cultural cornerstone of modern India.

The Journey Ahead

While the Goongoonalo app prepares for its grand debut, the platform is now open at www.goongoonalo.com. Artists and fans are invited to register and become founding members of this new creative family.
