



**Now gear up for some real 'Stuff' in Hindi music as 9X Media presents**

# **Stuff**

**A super sleek music video by Rossh**

9X Media's Mentoring and Talent Management division is all set to provide a grand launch pad for its very first artist Rossh and his single titled Stuff. Starting 6<sup>th</sup> December 2017, Stuff by Rossh will be aired across 9XM and 9X Tashan. 9X Media has worked closely with Rossh right from creating a super sleek music video to providing him a platform to reach across 350 million television viewers and around 20 million digital communities.

Speaking of the launch **9X Media's Senior Vice president Content & Strategic Alliances, Rajitta Hemwaani** said "For me Rossh is a multi talented artiste. In my very first meeting with him on hearing his music, I was sure he fits into our plan of signing and mentoring long term Superstars. He raps, composes and writes too. There is a massive connect with the youngsters and on being groomed and marketed further, which we excel at, I see him making his mark in the live circuit and bollywood soonest! He's here to stay."

Rossh is a rapper, musician and writer all rolled in one. He specialises in Hip Hop, Reggae, Urban Desi, Sufi and Bollywood music. His original debut, Chillum, is one of the most popular viral tracks having garnered 10million views organically. In the recent past the multi talented artist has also composed the title track 'Goosebumps' of the Jackie Chan, movie, Kung Fu Yoga and penned lyrics for many super hit Hindi and Punjabi pop songs.

The Stuff music video captures the essence of the music that the youth demands today. The upbeat music of Stuff is composed by Rossh and the music video is directed by Marlon Rodrigues

Speaking of the vibrant song **Rossh** said "I am grateful to 9X Media for mentoring me and providing me with a fantastic platform to launch my first official single. One couldn't have asked for a better partner in the musical journey to superstardom. Rather than the regular run-of-the-mill music on the independent scene, Stuff emphasises on Hip Hop, Reggae and Haryanvi Rap. The music is inspired by Bob Marley, Wiz Khalifa and rappers across the globe. Stuff will definitely get popular with the youth and will become the next Party anthem."

Besides high frequency repeats on 9XM and 9X Tashan, Stuff will be promoted across digital and social media platforms. The song will also be promoted across Radio City and Youtube channels.

Stuff by Rossh will be available across Apple Music, iTunes Stores, Hungama, SAAVN, GAANA.com, Jio Music, Idea Music app and Yupp Bazar. The video will be distributed via Apalya TV, Vuliv, Chillx, Spice Digital, Dhiraagu TV – Maldives, Etisalat, Ooredoo Qatar. The song will also be available across International platforms like Amazon, Google Music, Deezer and Spotify.

Watch out for the next party anthem Stuff by Rossh only on 9XM and 9X Tashan!