



Believe India unveils new imprint 'Mahra Tora' dedicated to championing regional Haryanvi music

Mumbai, June 16, 2025 – Believe, one of the world's leading digital music and artist development companies, announces the launch of 'Mahra Tora.'

The launch of 'Mahra Tora', a dedicated imprint aimed at fostering the growing Haryanvi music scene, marks a significant step in Believe's commitment to regional music in India, bringing strategic, marketing and financial support to local talent, while ensuring they retain full creative control over their careers.

Part of Believe India's Artist Services offering – whose mission is to elevate and maintain independent artists to the top, 'Mahra Tora' will work with some of Haryana's most promising and established artists. The label is set to launch with an exceptional roster of talent already in place. In a first-of-its kind milestone, the label has already completed the signing of 8 of the most exciting artists in the Haryanvi scene including Kabira, Ajay Bhagta, Kaka WRLD, GP Ji, Hashtag Pandit, Amit Saini Rohtakiya, Amit Dhull, and Renuka Panwar. This marks a powerful step forward in building a genre-defining roster, for these artists to expand their reach locally and internationally. The imprint will leverage Believe's extensive digital expertise and long-term partnerships with key platforms to fuel the growth of Haryanvi music in the digital era.

Following the successful launch of hip-hop-focused imprints in Thailand (bYOND), Italy (MAST), and France (Avant-Garde, AllPoints, and Morning Glory), 'Mahra Tora' reinforces Believe's ecosystem of music labels aimed at developing regional and independent music scenes worldwide.

Vivek Raina, Managing Director, Believe India, said:

"Haryanvi music has seen a meteoric rise in popularity, resonating with audiences beyond its regional roots. With 'Mahra Tora,' we aim to provide a strong platform for Haryanvi artists, ensuring they have the right tools to reach wider audiences and build sustainable careers."

Shilpa Sharda, Director of Artist Services, Believe India, added:

"The energy and authenticity of Haryanvi music is unparalleled. 'Mahra Tora' is our way of investing in this vibrant scene, empowering artists with the best-in-class support to scale new heights in the industry."

With this launch, Believe continues to drive the growth of independent artists while strengthening its presence in India's diverse and dynamic music ecosystem.



About Believe

Believe is one of the world's leading digital music companies. Believe's mission is to develop independent artists and labels in the digital world by providing them with the solutions they need to grow their audience at each stage of their career and development. Believe's passionate team of digital music experts around the world leverages the Group's global technology platform to advise artists and labels, distribute and promote their music. Its 2,037 employees in more than 50 countries aim to support independent artists and labels with a unique digital expertise, respect, fairness and transparency. Believe offers its various solutions through a portfolio of brands including Believe, TuneCore, Nuclear Blast, Naïve, Groove Attack, AllPoints, Ishtar and Byond. Believe is listed on compartment A of the regulated market of Euronext Paris (Ticker: BLV. ISIN: FR0014003FE9).

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