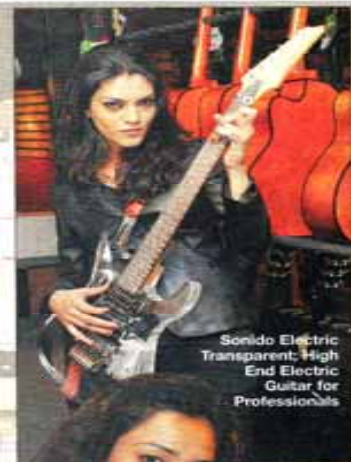


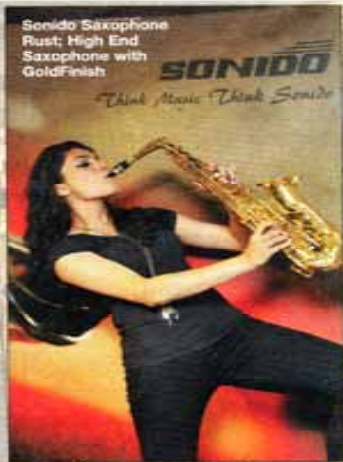


THE TIMES OF INDIA

Saturday, November 19, 2011



Sonido Electric Transparent; High End Electric Guitar for Professionals



Sonido Saxophone Rust; High End Saxophone with Gold Finish

Think Music Think Sonido



Sonido Music Drums Beginners includes High Hat and Symbols



Sonido Electric Jazz High end Electric Guitar for Beginners and profession with Vornny bar



Saket Jalan: CEO, Sonido Musicals Ltd.



Sonido High Cut 41" Matte Natural Finish; Pure Acoustic Guitar

LET THE MUSIC PLAY

Music is a volatile manifestation of humanity and there's not a soul that isn't stirred by its power. Fleshing out this belief, Sonido Musicals Ltd. UK recently launched its western musical range in India, with its signature showrooms on Brigade Road, Bangalore. Its product range comprises of Acoustic Guitars, Semi Acoustic Guitars, Electric Guitars, Drum sets, Violins, Saxophones, Flutes and basic accessories. The brand's primary objective to make available UK Products at Indian Price has therefore in a short span of time enabled Sonido Musicals Ltd carve a niche for itself in one of the country's biggest music hubs-Bangalore. Karnataka apart, Sonido has a formidable presence now in Kerala, Andhra Pradesh, Maharashtra, Goa and Gujarat. The suave musical entity is also involved in Music Lounge, The Jam Room and Music Therapy. Music therapy is a tested



Sonido Violin Matte; Basic Violin for beginners and Professional



and tried method of healing human beings with the aid of music. It significantly reduces stress, increase memory and concentration levels, and various health conditions like migraine, cardiac problems, acidity and ulcers are controlled and kept at bay. Sonido is committed to working on and imparting Music therapy in educational institutions in Bangalore. Sonido Musicals in India is funded by JGI Ventures India Pvt. Ltd and the brand is on a mission to make "Sonido Guitar" a national brand over the next couple of years. They are jointly working with educational institutions like Jain Group of Institutions, St. Teresa School, Jain Heritage School, etc. Sonido Musical is represented by their CEO Mr. Saket Jalan who plays the harmonica. He says: "Music students out-perform those with a non-music background on achievement tests in reading and math. Skills such as reading, anticipating, memory, listening, forecasting, recall, and concentration are developed in musical performance, and these skills are valuable to students in math, reading, and science."

Sonido Musicals is located at 78/80 Alkovee Mainst, Brigade Road, Bangalore-25. For further information, contact Rakesh (97-0960540) or Ruchi (969611000)

Neeti Sarkar