

# Hoopr: Building India's Music Licensing Infrastructure

INVESTMENT DECK

# The Problem

**80k+ Brands & 5Lakh+ Influencers** are at major risk for using unlicensed music in their reels and shorts everyday!

## Commercial Usage

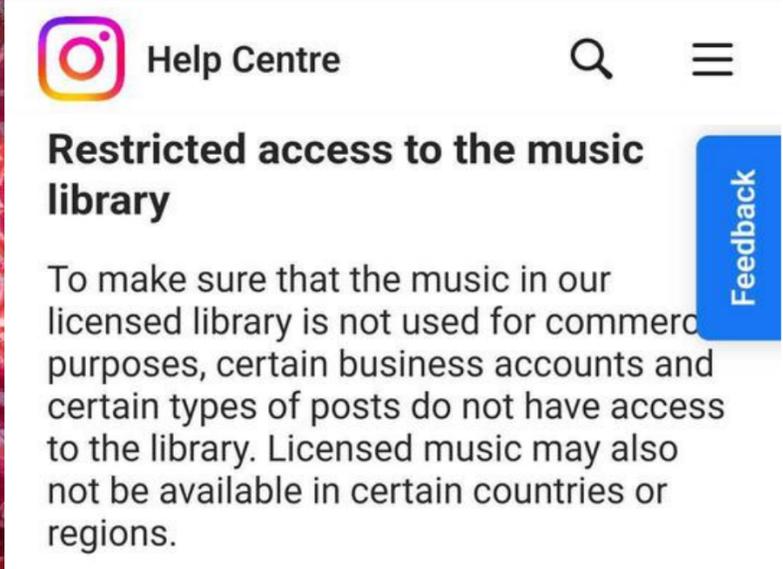
- Daily Brand Reels
- Influencer Collaborations
- Product Videos & Ads

## Why Music Plays A Role

- 80% of content is videos
- 46% more engagement using trending & popular music
- Own Website & App

90% brands use popular **Bollywood and Trending** songs without a license

Meta and YouTube guidelines **prohibit using unlicensed music** in branded content



# Music Licensing's Cascading Billion-Dollar Crisis

## Warner Music Group Files \$24 Million Lawsuit Against Crumbl Cookies Over Alleged TikTok and Instagram Infringement

Ashley King April 23, 2025

News / Entertainment / Bollywood / T-Series serves legal notice to social video apps for copyright infringement

## T-Series serves legal notice to social video apps for copyright infringement

T-Series has also served notice to Chinese app Snack Video which is operational in India and filed a lawsuit against short-video app Roposo.

## Sony Music sues Myntra for Rs 5 crore over unauthorized song use

*Sony Music in its petition said that Myntra has illegally and unauthorizedly used, broadcasted, communicated to the public, and exploited sound recordings*

LEGAL NEWS 09/10/2024

## Johnson & Johnson Hit With Lawsuit Claiming 'Rampant' Use of Unlicensed Music in Videos

## Sony Music takes USC to court for \$42 million in unlicensed music use

Despite warnings, the university used 170 songs in over 250 videos without permission, the music company alleged.

NEWS

## Brands be warned: TikTok's UGC music licences don't include you

by Stuart Dredge July 14, 2022



Brands failing to secure proper music licenses for commercial use are facing legal consequences.

# The Broken Bridge : No system exists to license popular music



## Manual Approach

No tech solution to provide seamless licensing



## Unaffordable

Direct licensing from labels is prohibitively expensive (₹10lakh+ per song)



## Complex & Time Consuming

Multiple licenses are required from Labels, IPRS/PRO, Publishers



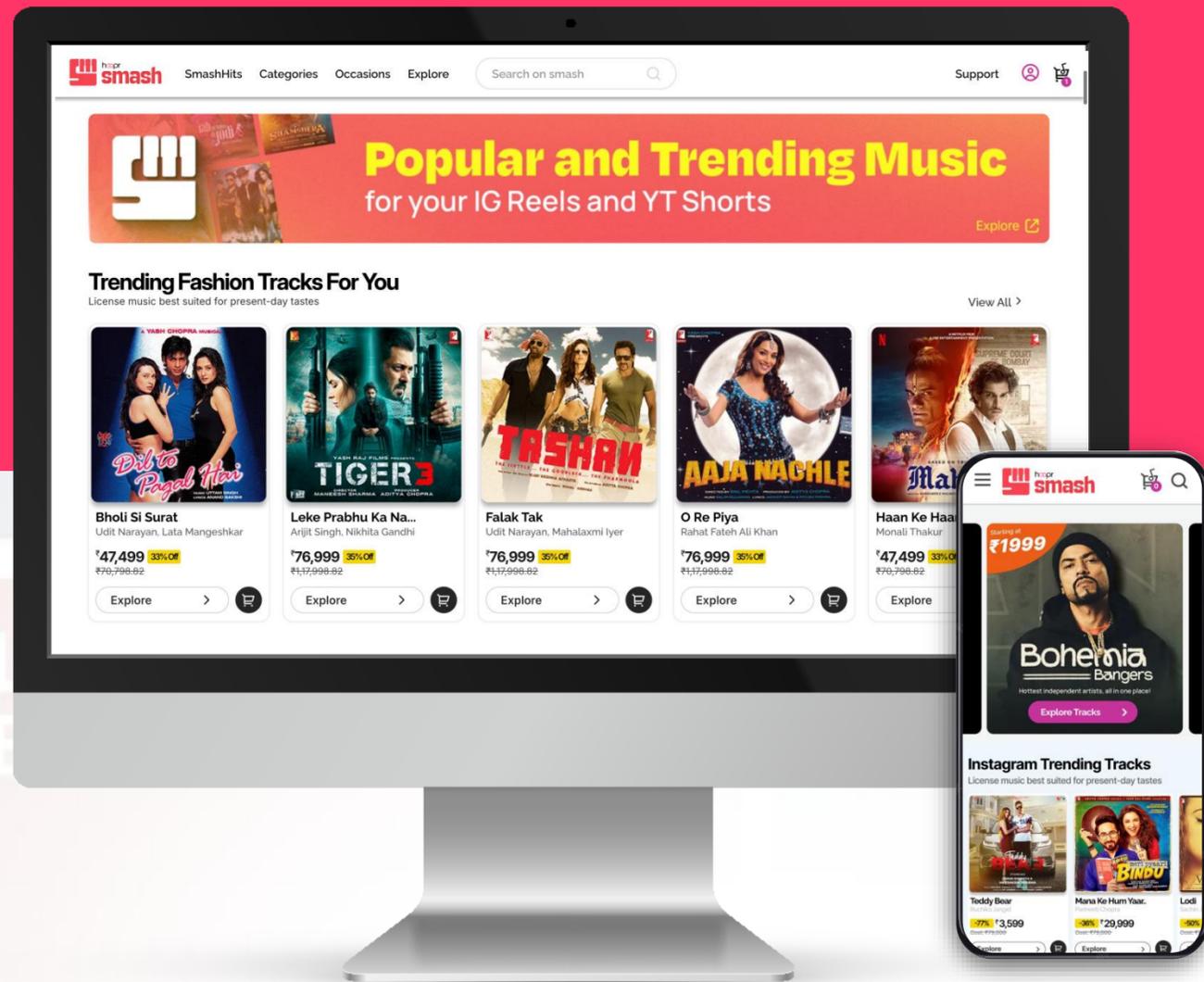
Violating Brands are slapped with major lawsuits and heavy penalties

₹10Cr+ potential liability per brand



Rs. 3600 Crore – Potential Revenue Opportunity For The Music Industry

# The Solution



hoopr

## Hoopr : One-Click Licensing for Brands & Creators



### Fully Automated

Instant licensing. No manual interaction needed



### Affordable

Music priced to suit daily digital requirements



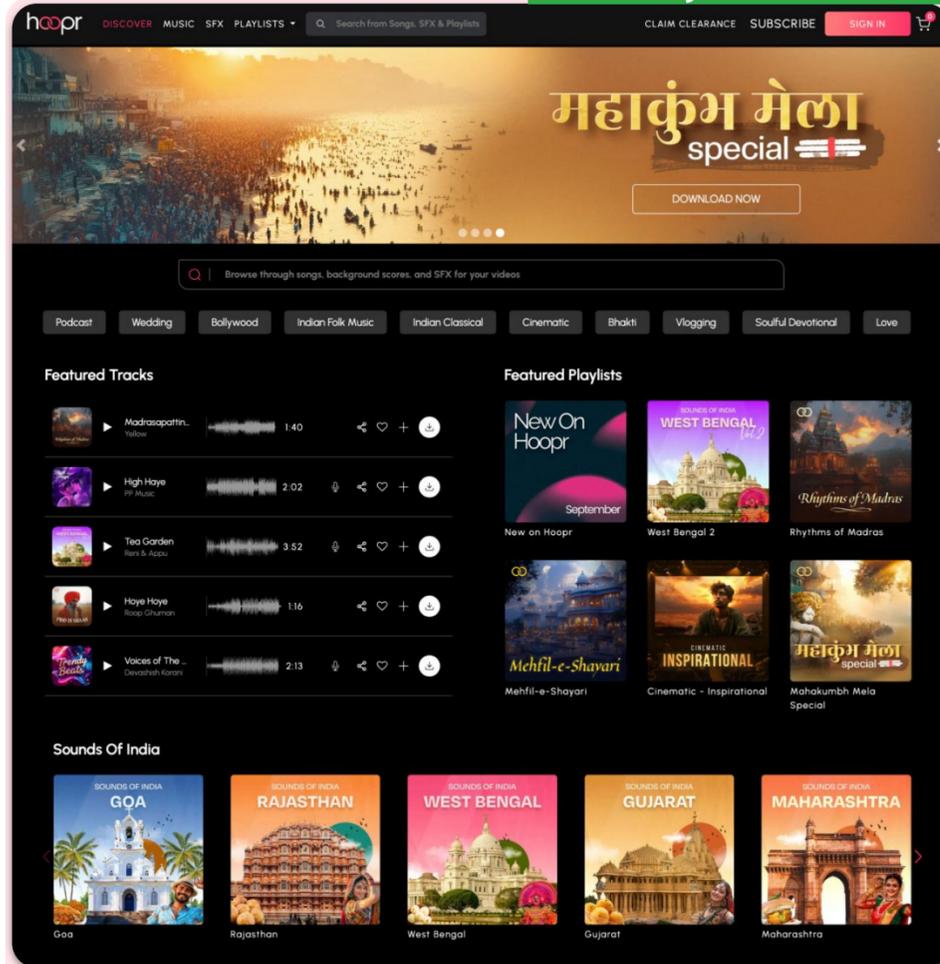
### Secure

Pre-cleared licenses for popular & trending songs

# Business Offerings: Meeting All Music Licensing Needs

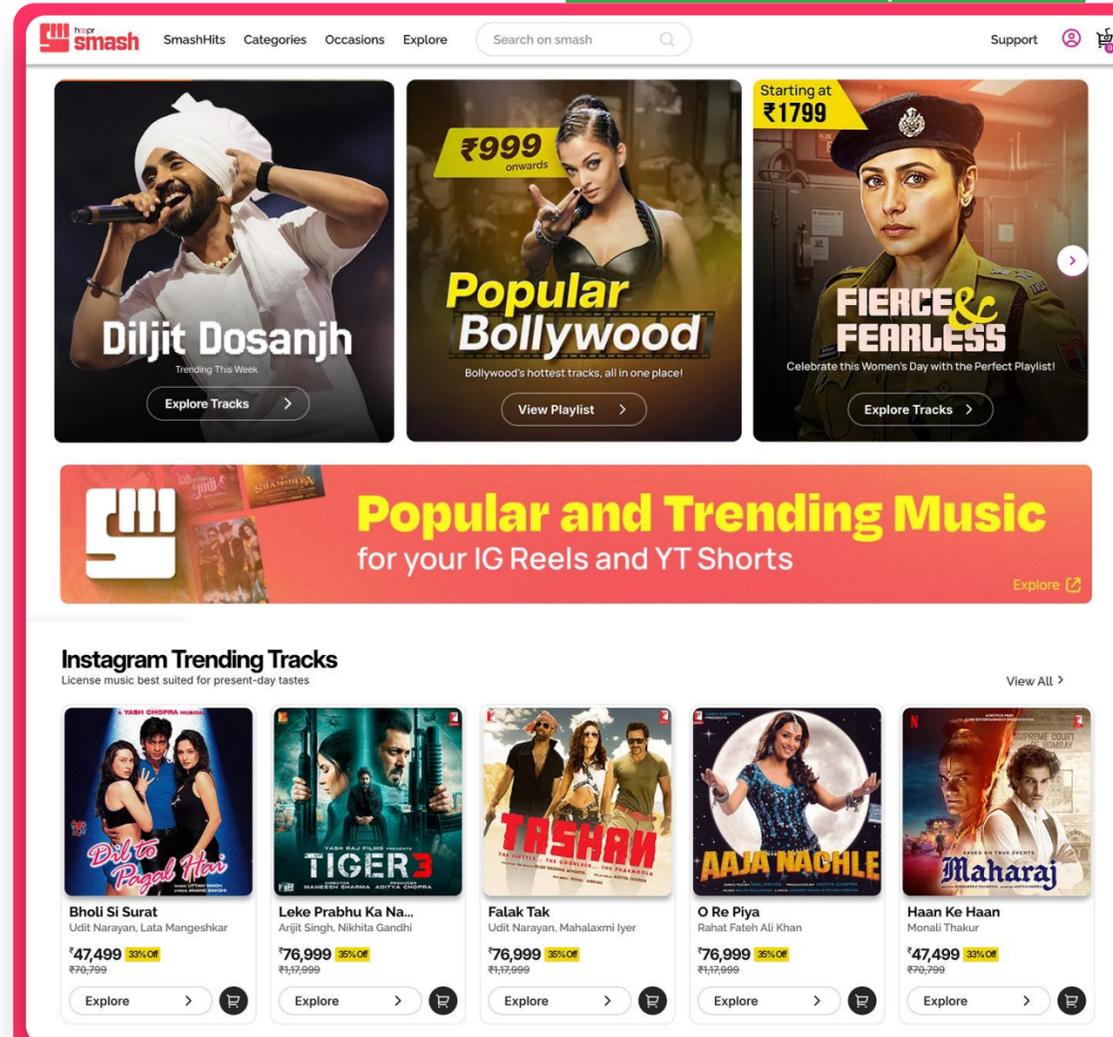
Launched in April 2025

Already Launched



## Royalty Free Music

- Subscription Model

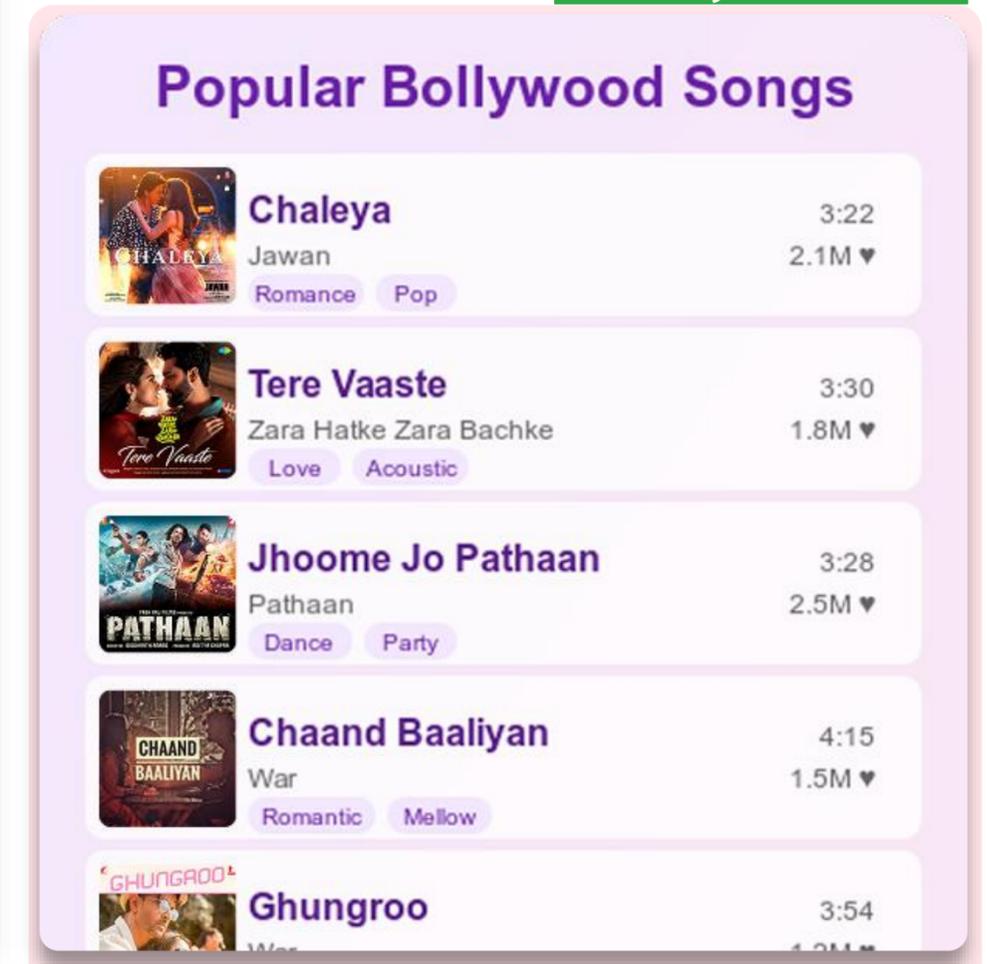


## Bollywood & Trending Music

- Pay-per-track & Yearly Deals Model

AOV : ₹3,000 per song license

Already Launched



## Enterprise Solutions

- Broadcast & API Integration Model

# Championing a ₹3,600Cr Blue Ocean in India Alone

Aiming 12.5%  
Market Capture

**12M**

Branded Videos Made/Year

**32,000**  
Branded Reels  
Made Per Day

**₹3,000**  
AOV Per Track

**1.2M**

Estimated Videos  
with Hoopr Music

**9.6M**

Branded Videos with  
Trending Music

**₹3,000** AOV

Hoopr Commission  
(35% of Every  
Transaction)

**₹360Cr**  
Projected GMV FY  
28



**65% Earnings**  
Recurring revenue  
source for Artists &  
Labels

Number of Branded Reels Growing at 60% Year on Year for the Past 3 years

LAUNCHED IN 2022, AS A CATEGORY CREATOR IN INDIA, WITH ROYALTY FREE MUSIC OFFERING

# Hoopr is already India's leading Music Licensing Platform

# ₹3.7Cr

FY25 Revenue FY25

4 Cr. worth deals for  
FY26 closed by Q3FY26

# 4.4X Revenue Growth

Achieved in just 2 years



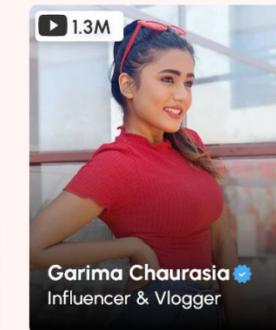
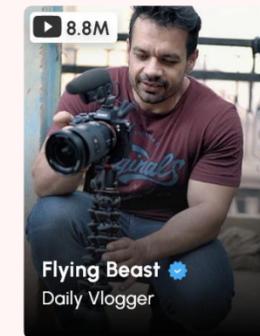
## 180+ B2B Clients

Across different categories; FMCG, Fashion, Travel



## 25,000+ Influencer Subscriptions

Across Celeb, Macro, Micro and Nano Creators



# FY26 off to a great start!



UNIVERSAL MUSIC GROUP

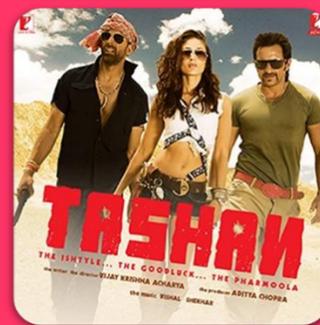
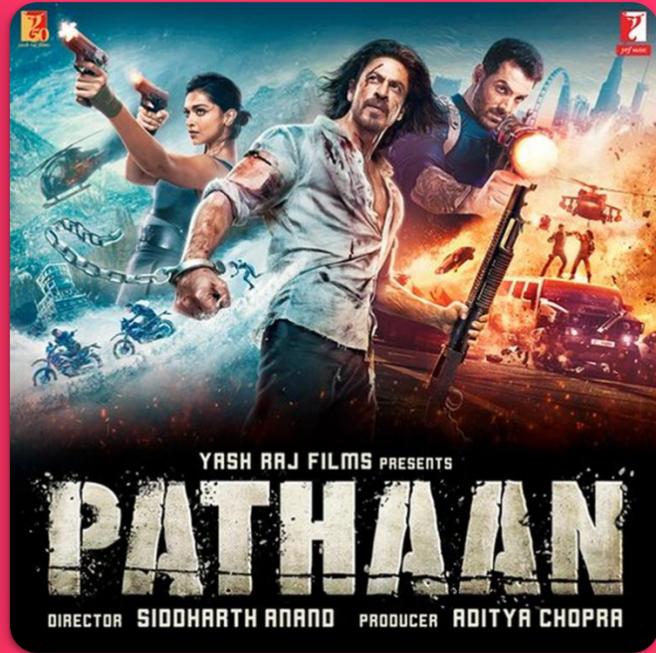
Partnerships worth 2.2Cr+  
inked with Adobe and UMG



New clients acquired on Hoopr Smash;  
3000+ Licenses already sold.

A GAME CHANGING WORLD-FIRST PRODUCT EXTENSION

# Offering Bollywood & Global Trending Songs (Launched in April 2025)



## Exclusive Licensing Deals

- YRF Music: One of India's Biggest Labels
- 16+ Popular Labels
- 18,500+ Songs



## Self Owned Catalog

Over **17,500+** Songs, Background Scores & SFX



## Popular independent Artists

Apart from popular labels, we also have music from notable independent artists such as Diljit Dosanj, Bohemia, etc.

# Strong Supply-side Partnerships



MERCHANT RECORDS



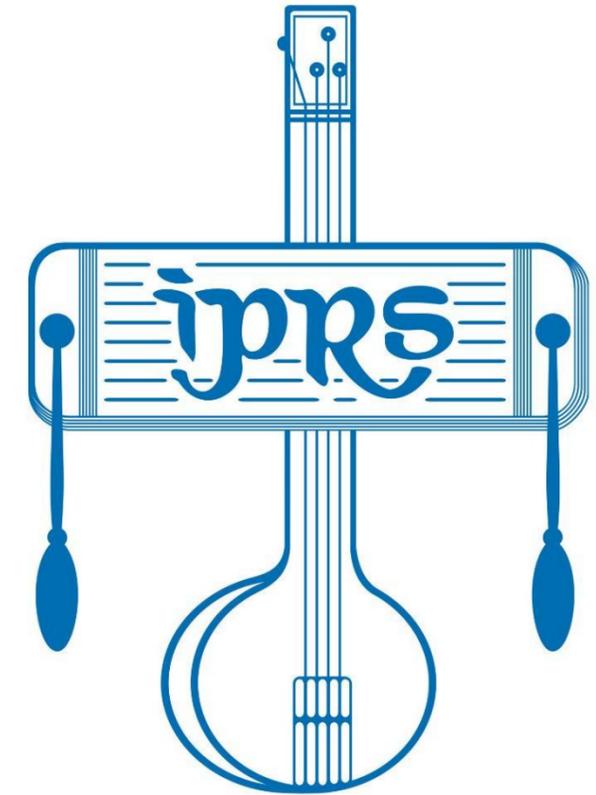
TURNKEY  
music & publishing pvt ltd



UNIVERSAL MUSIC GROUP



Acquiring music from established as well as boutique players in the market



Pioneering partnership with IPRS – India's music rights regulatory body

# Built Market Awareness



# Hoopr partners with MeitY and AIC-GIM to strengthen India's digital music infrastructure

by **MN4U Bureau** — January 5, 2026 in **Digital Frontier** Reading Time: 2 mins read

AA



# Hoopr appoints Deborah Smith as Head of International Licensing & Sync

*With over 13 years of distinguished experience in the global music industry, Deborah Smith is widely regarded as a leading voice in publishing and sync.*



By **MarcaMoney Staff**

Last updated: November 13, 2025 2:19 AM



Hoopr appoints Deborah Smith as Head of International Licensing & Sync

 Share

 Share

 Share

 Share

# From Musician to Entrepreneur: An Interview with Hoopr CEO Gaurav Dagaonkar



An Exclusive Interview with Gaurav Dagaonkar, Co-Founder and CEO of Hoopr, India's first dedicated music licensing platform

## Hoopr crosses 150-brand mark as demand rises for compliant music licensing

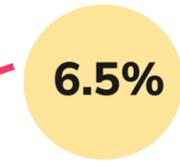
Amid mounting copyright scrutiny and a spike in content takedowns, more brands are seeking automated licensing solutions

# Hoopr partners with IPRS to strengthen music royalty ecosystem in India

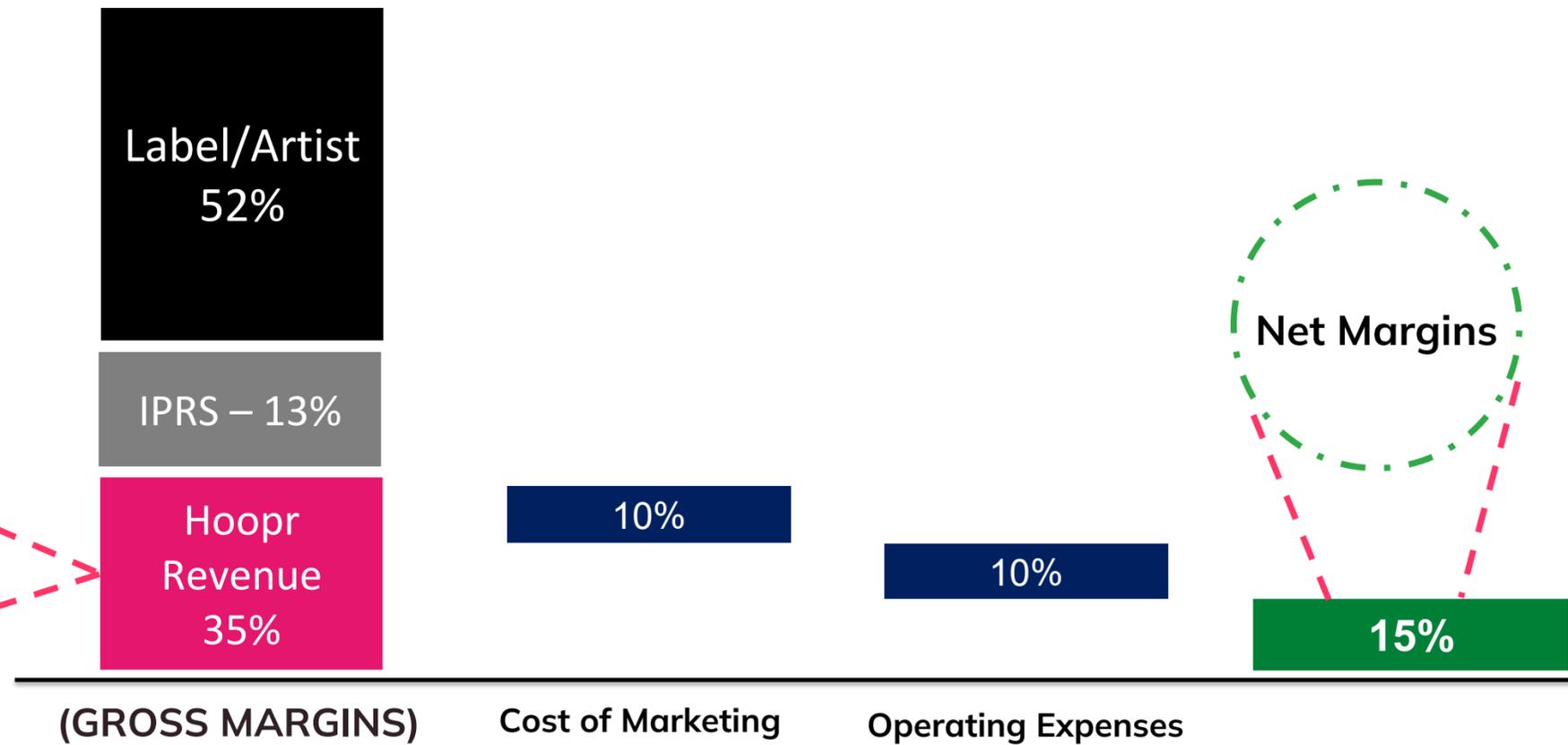




Hoopr Revenue



Unit Economics



# Fundraising & Investment Highlights

COMPLETED

## Seed Round (2021)

Raised: ₹11 Crore

Valuation: ₹73 cr (\$8 Million)

Leads:



Others:



Individual Investors:



Prabhjeet Singh  
Uber



Sameer Mehta  
Boat



Sahil Barua  
Delhivery



Anshoo Sharma  
Magicpin



Ashneer Grover  
BharatPe

## Update (January 2026):

Initial Target: ₹ 4 Crore

Already Raised: ₹ 6.8 Crore (oversubscribed)

Further Commitments: 2.5 Cr.

Final ₹ 2.5 Crore Open

### Deployment of Funds :

- ✓ Expand Commercial Music Licensing catalogue including international labels
- ✓ Acquiring 600+ brands as customers
- ✓ Strengthen tech and AI capabilities on both supply and demand side

Series A Commencement: March 2026

# Competitive Landscape

Platform	Catalogue Strength	In Depth Indian Music Collection	Artist Payouts	Trending & Popular Music	Commercial Usage Clearance	Custom Licensing
Hoopr	35,000	Yes	Yes	Yes	Yes	Yes
Epidemic Sound	50,000	No	No	No	Yes	Yes
ArtList	12,000	No	No	No	Yes	Yes
Envato	33,000	No	No	No	Yes	Yes
Suno.AI	N/A	No	No	No	No	No

**Hoopr leads the way in terms of:**

- ✔ Copyright-safe Indian Music
- ✔ Trending Music from labels & Independent Artists

**Other Competitors do not provide:**

- ✘ Indian trending music
- ✘ Commercial music

**AI generated music does not provide:**

- ✘ Indian Trending Music
- ✘ Pre-cleared licenses
- ✘ Commercial music

# Leadership Team With Deep Domain Expertise & Industry Connects



**Gaurav Dagaonkar**

**Co-founder & CEO**

IIM-A Alumnus,  
19+ Years in the Music Business,  
Award Winning Singer-Composer



**Meghna Mittal**

**Co-founder & CRO**

12+ years experience,  
Founding Team Member – Hubilo,  
Yesssworks



Seasoned Leadership in **Music, Product, Sales & Marketing**



Competitive edge due to **Well-established industry network**



**Vibhas Patil**

**Chief of Staff & Head of CS**

10+ years experience.  
ISB Alumnus, Ex-Performics



**Vitasta Kaul**

**CMO**

14+ years experience  
INSEAD Alumnus, Ex  
CMO – CredR



# Thank You

Join Our Growth Story

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