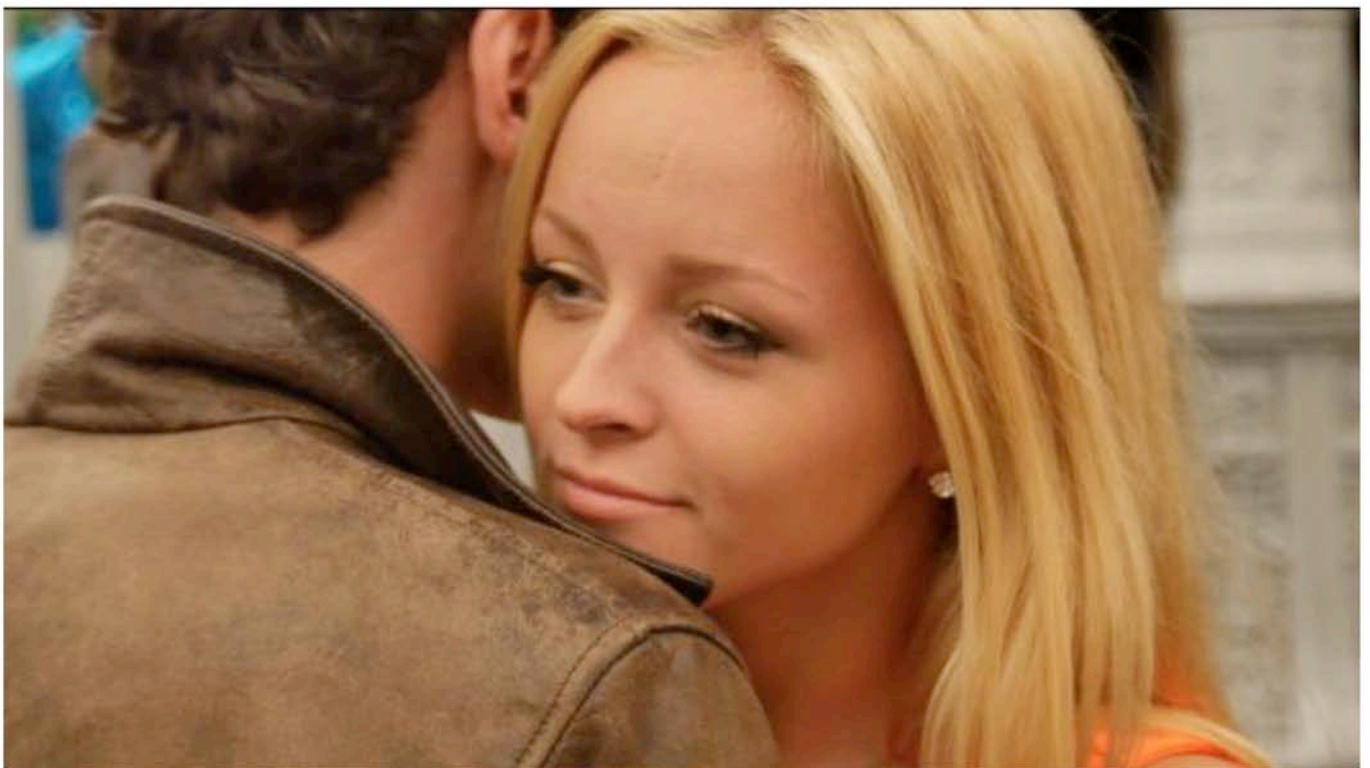


Singer-songwriter Shouvik Roy Makes a Grand Entry into the Indie Music Scene at 40

Posted October 30th, 2014 | 11:20 AM by [The Editors](#)

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He does it solely for the love of music and with zero intention of making money. At 40, with his summer love-doused first single "Come Into My Room" ft. Sunny Dutta releasing exclusively on **Pepsi MTV Indies**, **Shouvik Roy** talks to us about breaking away from the corporate world to fulfill his teenage dream of making music, how a café in Barcelona gave him the epiphany to write his first song, and collaborating with Spanish director Marta Carracedo for the video.

What's the philosophy behind the happy melancholy of the song "Come Into My Room"?

It's a very simple song actually. In life, you have two choices to make - one, you go through life and take obstacles in your stride and stay positive, which is a happy and optimistic way of looking at things and second, is about drudgery, which is about getting sunken in a hole. I'm a believer of the former. So it's (the song) written for someone in that trap to come into my room where everything is magical.

You entered the music scene with such a brilliant track and music video. But you've worked as a corporate with brands previously. Tell us about the moment you decided to make that shift?

When you travel a lot on business, you have time when you have nothing else to do, when you have time for yourself, you spend time thinking and reflecting on the time gone by and things you've done/not done. This was when I was about to turn 40 and when you turn 40 lot of questions come up about things you wanted to do when you were 15 or 16. One of those things was to write my own music. I had a band in college and won most of the festivals up north. That was in the early 90s.

I knew I could write but I didn't have time because we're all running on that treadmill to fulfill our life's objectives and suddenly something happens to you and you realize that the meaning of life is far beyond making money. Barcelona offers you an environment. You're surrounded by art and culture. It's very inspiring.

Tell us about your collaborating partner Sunny Dutta and how did it come about?

Sunny and I have been working on various workshops across Asia - about 300 of them - it's called 'Anthems'. Sunny is in my team. He also plays with 3 to 4 bands (Dhun, Undercover, etc). That's how musicians make a living here, I suppose. We worked for about 6 to 7 years on this workshop for corporates. This allowed us to travel to various places - Bangkok, Singapore, India. In the evenings we discussed our sound.

It's somewhat hard to see well-made music videos in the indie scene, given money crunches and all. Did you face any?

These guys worked with very a little budget. It will be difficult to get half the quality in India. The video was made on mutual respect for each other. The thing is, when you're a producer in Hollywood, I guess it's easier to take favors from a lot of people. It's like Bombay - you ask a music producer to do a track for you, and tell them you don't have too much money, they will do it because they know you will do something for them. It's a mutual respect. There is no money is making music and everyone knows that. I'm making music because I have something to share, which I haven't shared in years. I just want my music to reach out to people.

Catch the music video for "Come Into My Room" exclusively on Pepsi MTV Indies on November 1. Meanwhile, listen to the single below.



Shouvik Roy

01 - Shouvik Roy - Come Into My Room

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3:15

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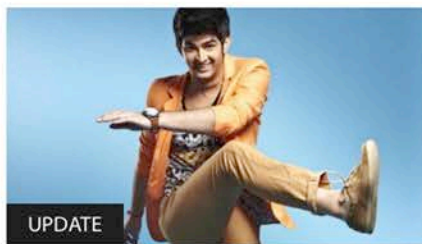
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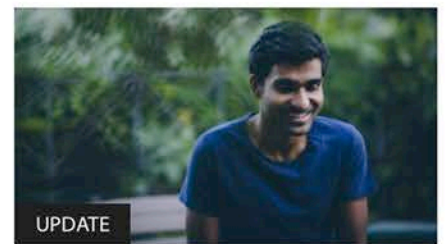
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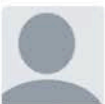
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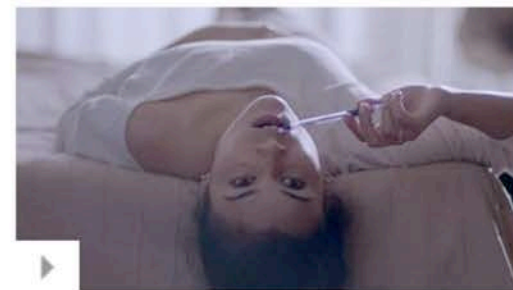
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Shouvik Roy To Release New Video

Posted January 12th, 2015 | 10:34 AM by [Arka Sengupta](#)

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If you have the urge to create music then you can start doing it at any age. New Delhi-based singer/songwriter, Shouvik Roy, is one person who proves this statement to be true. After spending 18 years of a corporate life, Roy released his debut single, "Come Into My Room" last year and is, now, all set to release the music video of his second single, "I Don't Understand Me" on January 15. He collaborated with New Delhi-based guitarist Sunny Dutta for both his singles.

"There are these junctures in life where you don't know why you did what you did. It is like a collective assortment of feelings that come towards the end of a decision; which is to say that you really don't know why you did what you did when you did it and that is probably because you really didn't understand the core of how you think and how you decide and it's a constant journey of finding yourself. That is what 'I Don't Understand Me' is all about," says Roy who runs a brand management and design company known as Elephant.

Sonically, "I Don't Understand Me" highlights the feeling of melancholy and, when you listen to it, it might remind you of the later albums of The Beatles or Eagles or maybe even Jack Johnson. The

song has a jazzy approach towards its song structure which complements the whole feel of it. "I wanted people to just feel when they listened to this song. That is why I made it the way it is. This is a song I would say that its best enjoyed after you finish your first drink and you are about to move into your second one," says Roy.

The music video was directed by Los Angeles-based director, Aditya Vishwanath and produced by Marta Carracedo, a Los Angeles-based producer, director and story teller. It tells the story of three conflicted individuals. One of them sings in a bar but has a separate corporate life which is very plush. Then there is another individual who faces relationship problems and a third person who faces emotional trauma because of her relationship with her mother. "It all came together in the last few months. The storyline is completely Aditya's imagination. We sat together and decided on this idea as it fit very well with the lyrics of the song," says Roy.

Having a separate corporate life himself, Roy reveals that, even though he would love to do it, he does not have the time to take his music to a live audience and that he is satisfied with being a studio musician. He says that this year will see him work on new material. "I have got four other tracks which I have worked on with Sunny and two of them are almost nearing completion. So, I am looking to release four singles this year and hopefully by the end of the year I will compile all six of my songs into an EP or an album. I also plan to release a couple more music videos this year," says Roy.

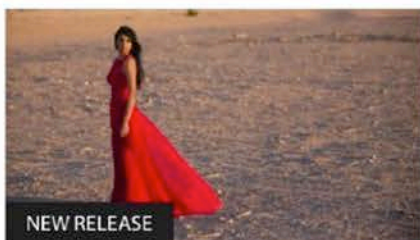


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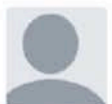
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Singer-songwriter-strategist collaborates with Spanish video director for the the song 'Come into my Room'

Breaking away from norms and filled with a passion to create tunes post 40, an expert of brands, Shouvik Roy embarks on a journey of musical expressions. Setting his sights on the Indie Music genre with his first hit single "Come into my Room", Shouvik marks his debut with an uplifting and experiential song that is topping on iTunes and has recently gone live on Pepsi MTV Indies while also reigning on all leading music channels. The video was released on 1st November.

Refreshingly optimistic 'Come into my Room' is an alliance that is contemporary but true to the music. The only Indie song in the Top 40 songs on iTunes India, Shouvik knew he had a good thing going when Spanish director, Marta (who is based in LA) came across the song and reached out to make this video. A story of cross-border collaborations based on pure love of the music, 'Come Into My Room' is not a regular chart buster type song. It is mature, melancholic and makes for easy listening. The singer songwriter believes that every song has to make you 'feel'. And that is exactly what this song does to you.

Shouvik Roy says, "Music has always been a passion for me, but this has been a whole new journey - discovering my musical identity, to be fortunate to find a complementary partner like Sunny, and then pure serendipity to have Marta discover and like the song enough to make my video! The idea of writing and releasing my music, came to me at a very loud pub in Nou de la Rambla at Barcelona. I want my songs to reflect positivity without forgetting the melancholy - 2 emotions that keep us longing for more and give us the spirit to live life fully. The very idea of my getting back to music is to share what I create with as many music-lovers as I can. Hopefully connect with some and be able to sustain song writing. I wanted to create something that is honest and true, and I hope people out there like it."

Shouvik Roy's second song 'I don't understand me' is already out on iTunes and other online portals. The video is being edited in LA and will be ready for release soon.

Shouvik Roy has over 18 years of experience across brand management, advertising and strategic brand consulting. He has worked with several blue chip organisations and is now running India's premier Brand Consulting and Design Company - Elephant. Shouvik is a faculty member at noted management institutes speaker at leading business schools in India. He is a member of the Audio Branding Academy, Hamburg.

Details about the song:

YouTube : www.youtube.com/watch?v=-yRkm6FsW3U

Video Directed by : Marta Carracedo



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Singer-songwriter Shouvik Roy to release second music video in December

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- COME INTO MY ROOM
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MUMBAI: Filled with a passion to create tunes, an expert of brands, Shouvik Roy embarked on a journey of musical expressions last year. He ventured into the indie music genre with his first single 'Come Into My Room', and marked his debut in the indie scene. The music video of the track was recently released and is being aired on Pepsi MTV Indies, Vh1 and 9XO.

The video of the song was shot in Los Angeles in collaboration with Spanish director Marta Carracedo and guitarist Sunny Dutta. Roy said, "Music has always been a passion for me, but this has been a whole new journey - discovering my musical identity, to be fortunate to find a complementary partner like Sunny, and then pure serendipity to have Marta discover and like the song enough to make my video."

He added, "The very idea of getting back to music is to share what I create with as many music-lovers as possible. Hopefully connect with some and be able to sustain song writing. I wanted to create something that is honest and true, and I hope people out there like it."

The Delhi based artiste believes that the kind of music he creates is not very rooted in the country, which is why he decided to shoot the video based in LA. He explained, "I wanted a very young and free sentiment attached to it, which was easy to find in LA. Everything happened coincidentally and nicely, and the next video has also been shot there."

His second single 'I don't understand me' is already out on iTunes and other online portals. The music video is being edited in LA and will be ready for release soon, in December. He said, "The second track is more mellow and mature in terms of the way it looks, sounds, and has to be more audience appropriate. So, all that is being decided right now and it will be out in a few weeks."

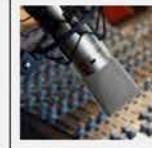
Roy, who wanted to be a musician since he was 18, has been a brand analyst, and is now running a brand consulting a design company called Elephant. Even so, he has been creating anthems for corporate houses across the world, but did not have time to create his own music. He commented, "For almost two years I have been seriously working on my music and I will keep working hard in the studio till I release at least a few singles."

He also confessed that he would prefer not to perform live, until he is prepared and has enough time to practice before playing for an audience. He said, "I cannot do anything half heartedly or incompletely on stage. I want to put in hours and effort to practice, and right now I am devoting all my time in the studio. Once I am done with seven or eight songs, then I might start performing."

The musician is a fan of singer-songwriters like Jack Johnson and Jason Mraz, and believes that any music that speaks with depth is good music. Roy uses music as a self expression and loves contemporary musicians. He is currently working on three to four tracks, which will eventually find their way into an album to be released in 2015.

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● **Lively notes**

In his 40s, adman releases second music single



PERSEVERING Shouvik Roy released his new single 'I don't understand me'.

Singer-songwriter Shouvik Roy who made a debut in the indie-music scene and went international with his first song "Come into my Room" has now released the video for his second single titled "I don't understand me".

Roy, who entered the music scene at the age of 40 is fulfilling a childhood dream and says music can be a great stress buster even in the corporate world.

The singer's debut release, a collaboration with Delhi-based guitarist Sunny Dutta of the band 'Dhun' climbed up to number five on the *MTV Indies* music channel.

Roy, is also the director of Elephant Sound Sense, an organisation that makes music

and strategises campaigns for the promotion for multinationals in form of audio-branding. The artiste says he has conducted over 250 workshops for corporates across Asia in which he gives employees a window to explore the creative side of the brain, majorly through music.

"The work culture now is not just about those eight hours. Personal space has been invaded and the stress levels have gone high, that's where we use music to make it easy for people to destress," says Roy.

His company often hold gigs for MNCs and their employees. He is also quite active in attending music festivals limited to corporates only and

even performs from time to time.

"Through these events people have realised to make work more tolerable, it's es-



"That's what the video is about, three conflicted individuals who find it difficult to deal with their lives."

Shouvik Roy

sential to nurture and train the right side (creative) of your brain to automatically make the right side (logical) function," he adds.

Being into the creative business for over 17 years, the indie-artiste says he finally decided in his forties to venture into making music on his own to express his emotions.

"The music I make now is more about expressing my emotions and what I feel. I am more of a positive person as I am living a happy life, so the effort is to keep everything in the positive domain," he told *PTI*. Talking about his second single he says it is a very melancholic, sombre and deep song.

"It's got more feel to it. Be-

cause in a way all of us don't understand ourselves. That's what the video is about, three conflicted individuals who find it difficult to deal with their lives," says Roy.

Quite similar to what he did the first time, the artiste has shot the music video by drawing from a cast of international actors from different race and countries, to give the song a much wider audience reach.

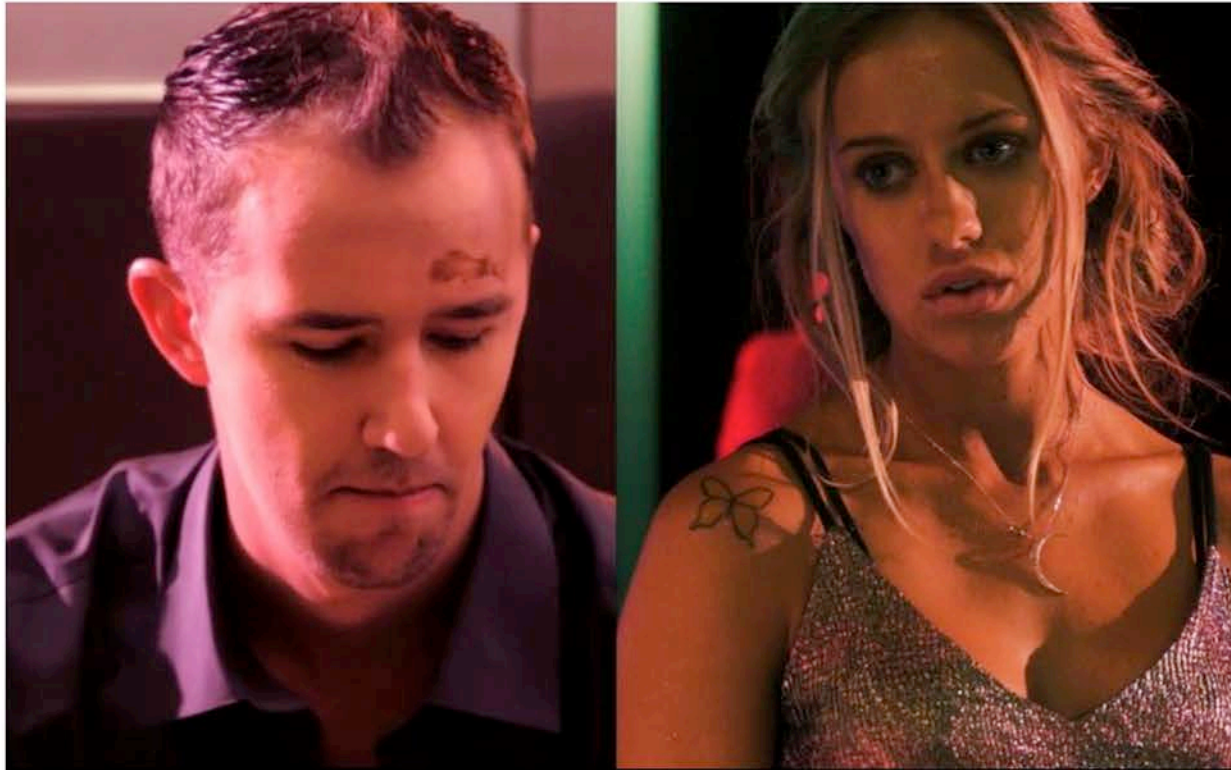
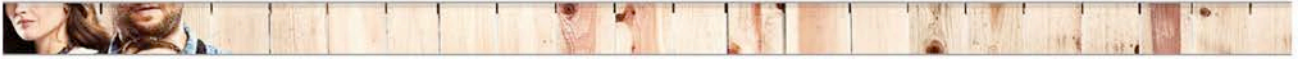
"If you are taking characters who are international, your music travels internationally much faster. In the new video we have a coloured protagonist while the last one had a Caucasian protagonist. The audience doesn't even judge your song as it already has that much diversity that

the characters carry with them," says Roy.

The idea, he believes, is to serve a larger audience with the music without having people know about the origin, an important way in which music brings people together.

The video for "*I Don't Understand Me*" featuring Sunny Dutta has been made in collaboration with Los Angeles-based filmmaker, Aditya Vishwanath and Marta Carracedo, a Spanish producer. It's up for viewing on *YouTube* along with Roy's previous release.

The singer is now working on his third release, "Disquiet," which is currently in its initial stage and he says he hopes to release it soon in the coming months.



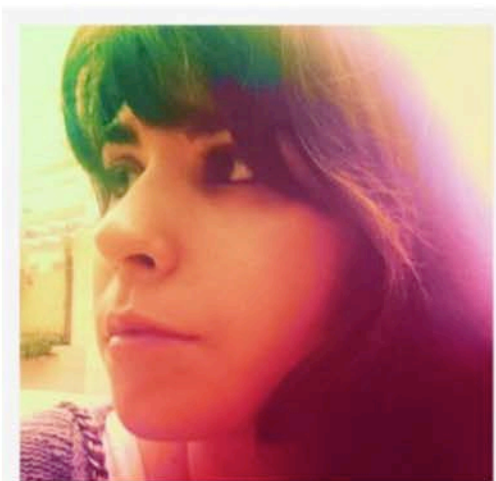
Posted by Simone Bracci



Rouge: interview with Marta Carracedo

FILM 4 LIFE MEETS THE YOUNG SPANISH DIRECTOR WHO WORKS IN LOS ANGELES

Rouge is a short film about two party girls, Sarah and Kelly that go out clubbing. During the night they have a conversation in the restroom that turns into an argument about men. David (Sarah's boyfriend) is actually in one of the stalls making out with another girl and becomes privy to their conversation. *Rouge* recently won the prestigious Award of Merit at The Indie Fest (La Jolla, CA). But who is behind the movie? We met the director **Marta Carracedo** and she start speaking with us about her most famous work.



1. How was in your career to become director and producer as well?

It was hard. Well it is hard, because I would say that I'm still in the process to become one. I studied Communications and Mass Media in Spain. Then my first project was producing a feature film there. After that I decided I wanted to continue studying, so I moved to Los Angeles almost three years ago and I studied Directing at UCLA Extension. During this period of time I have participated in more than 20 short films focusing in producing and directing, and sometimes in other capacities like lighting, camera, art direction, etc.

2. Shooting in Los Angeles, so much different from Spain?

Yes, there are a lot of differences. In Los Angeles, everything is more expensive to start with, like getting a permit. And of course, you want to

use the city and film outside because you are in LA, but money is the way. What I found good is that some people are very helpful, especially when you are crewing up. A lot of people will give their time for free, including actors. Like in Rouge almost everybody helped out for free. Also shooting in another language is a whole new experience, but what I liked for example in the Rouge crew was that everybody was from everywhere in the world and we tried to understand each other and make a great film at the end of it.

3. You worked with italians in your crew, how were they on set?

As I mentioned, the crew in Rouge was formed with people from all around the globe, and of course there were Italians! Two of the actresses were Italian and they also happened to be close friends of mine. Working with them was very easy and a truly enjoyable experience. I've worked with Italians in other productions too. In fact one of the first films I directed in LA was with the Italian actress Alessia Patregnani. I have also had great experiences working with the Italian cinematographer Pietro Torrisi, whose style and eye I absolutely love. I hope to have many more projects with them in the future.

4. Tell us more about the development of a movie from a production sight. How did it work?

Once the script is locked, everything is about planning. The first phase is preproduction where all the things need be prepared to make the story come through. It's about scouting locations, doing casting, budgeting, preparing permits, insurance, renting equipment, scheduling, etc. If this phase is well organized, then the next one, the actual production (shooting of the film) will go without any problem. I've found that many times on some sets everything was very disorganize because people didn't prepare with their teams in preproduction. For example, in the case of Rouge we had a two months period just for this phase to make sure we were ready. Finally, the last part will be the postproduction where the editing, color correction, music, sound mixing, etc. will happen. So at the end, the work of the producer during the development of a movie is making things easier for the director.

5. What's gonna be in your future plans?

Right now, I've just finished shooting a music video that I directed and produced. The song is called "Come into my room" and the artist is Indian. I'm going to produce a second video of another of his songs at the end of July, and this one will go on MTV India and Google will promote it through YouTube. I'm excited about it! Apart from this I'm writing a script for a feature film that is a comedy and I'm working to finish it by the end of the year.



Teaser Trailer Rouge from Marta Carracedo on Vimeo.



9

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Marta Carracedo: una película de terror en la meca del cine

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Licenciada en comunicación audiovisual y medios de comunicación con especialidad en creación y producción de cine y TV, **Marta Carracedo** fue estudiante del Villanueva CU. Después de trabajar en un **largometraje** en España, en 2012 se fue a estudiar dirección de cine a Estados Unidos, donde ahora trabaja como directora y productora aparte de crear sus propios guiones en Los Ángeles.

Carracedo ha trabajado con cineastas y algunos de sus trabajos más recientes son dos videoclips que ha hecho para MTV Indies y VH1. Actualmente está trabajando para una preproducción de una **película de terror** llamada Shadow's Fall.

Pregunta: ¿Qué hace en la actualidad?

Respuesta: Estoy trabajando como productora/directora en diferentes proyectos en Los Ángeles. Entre mis trabajos más recientes se encuentran **dos videoclips** que acabo de

terminar para MTV Indies y VH1.

P: ¿Qué estudió en Villanueva?, ¿cuándo?

R: Estudié Comunicación Audiovisual desde 2005 hasta 2010.

P: ¿Qué recuerdos tiene de la universidad?

R: Buenos tiempos, especialmente el último año en el que todo estaba más enfocado al cine y lo pasábamos genial rodando.

P: ¿Cómo ha sido su trayectoria?

R: Cuando terminé en Villanueva, trabajé durante un tiempo para las directoras de casting **Eva Leira y Yolanda Serrano**. Después estuve un año con la agencia de talentos Mesala Films hasta que decidí que necesitaba seguir mi camino en otro sitio y me fui a estudiar Dirección de Cine a EE.UU..

P: ¿Qué consejos da a otros alumnos?

R: Tener pasión por lo que hacen. Especialmente en el cine, porque para contar historias hay que creer en ellas y dar todo lo posible para hacerlas realidad en la pantalla.

La vida en EE.UU.

P: ¿Por qué decidió irse a trabajar a EE.UU?

R: Siempre he querido vivir en California. Con dieciséis años estudié en San Francisco por un tiempo. Después gracias a Villanueva conseguí hacer las prácticas de cuarto año en Los Ángeles. Fue una experiencia estupenda. Trabajé para **Original Artists**, una agencia literaria donde me pasé el día leyendo guiones. Así que cuando acabé la carrera estaba deseando volverme.

P: ¿Cómo encontró el trabajo?

R: Trabajo como freelance. Estudié en UCLA durante dos años y este último he trabajado en distintos proyectos. Si quieres hacer cine y estar en rodajes, funciona así. Ahora mismo estoy en plena **preproducción de un largometraje de terror** que ruedo a finales de febrero, pero mientras tanto estoy produciendo un cortometraje llamado Mossad y un videoclip para un artista country.

P: ¿Cómo es trabajar en el mundo de la producción y del cine?

R: Bastante inestable, pero haces lo que te gusta. Todo funciona a través de contactos. Empiezas en un proyecto y si les gustas te llaman para el siguiente.



“Estoy en plena preproducción de un largometraje de terror”

P: ¿Ha conocido a cineastas importantes? ¿Cuáles?

R: No he conocido a ningún cineasta importante, trabajo sobre todo con gente joven, que está empezando y tienen ganas de hacer proyectos frescos y originales. He trabajado con directores asociados con **Paramount y Dreamworks**. Tuve la oportunidad de participar en el rodaje del vídeo de Virgin Airlines para Virgin Produced trabajando para el departamento de arte.

P: En este momento está realizando una preproducción de una película de terror, ¿nos puede adelantar de que va a tratar?

R: La película se llama **Shadow's Fall** y el concepto es bastante diferente de la típica película de terror. Trata sobre la relación entre una mujer que hace un trato con el diablo para salvar a su marido, pero el diablo se acaba enamorando de ella.

P: ¿Qué es lo que más echa de menos en España?

R: Mi familia es lo que más. También mis amigos, la comida, y el salir a la calle y que haya gente caminando. Aquí todo el mundo va en coche.

P: ¿Animaría a otros alumnos a salir de España? ¿Por qué?

R: Sí. Creo que vivir en otras países es una experiencia que todo el mundo debería disfrutar. Te cambia y te hace **crecer como persona**. Tienes que sacarte las castañas del fuego tú mismo y salir adelante en los buenos y malos tiempos.

P: ¿Cuáles son las principales diferencias entre trabajar en España y en EE.UU.?

R: Para trabajar en la industria sinceramente no he visto muchas diferencias. Es un círculo muy cerrado en España al que muy pocas personas acceden y es un círculo muy cerrado aquí. Al menos en EE.UU. hay más producciones independientes y eso abre puertas.

P: Una palabra que describa su momento en la actualidad en EE.UU.

R: Arriesgado.