

15th recording arts awards ceremony



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IRA A 2021 Recording Arts Awards a grand success

Know who won the coveted award in various categories, in this in-depth coverage of the IRAA 2021 which took place as a virtual only event.

Winners across 50 categories at India's only technical excellence award for the sound recording and music production industry, represent the future of music in the country. PALM AV-ICN reports.

The **Indian Recording Arts Academy Awards (IRAA) 2021** which streamed live on **5th Feb 2022** was organised by **Hyve India Pvt. Ltd.**, leading organizer of trade exhibitions, conferences and business events in India, including the globally reputed **PALM expo**. Hyve

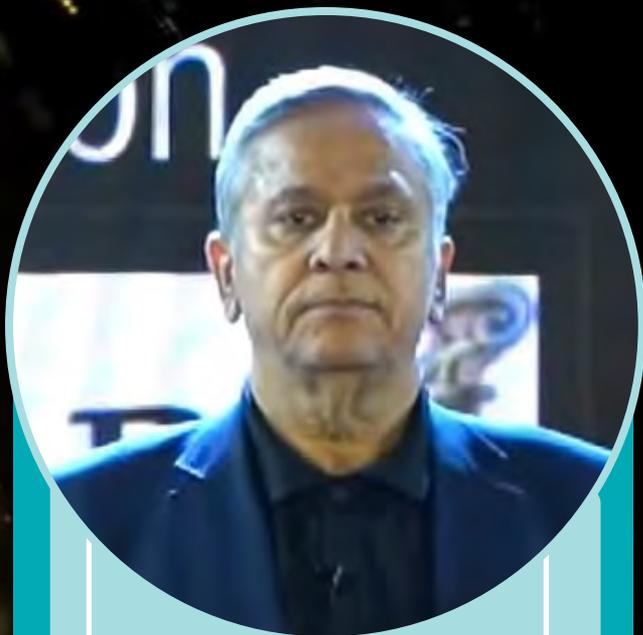
India is a part of Hyve Group PLC which currently runs 75 market leading events in 11 countries, including USA, United Kingdom, Russia, South Africa, Turkey, Ukraine, China and India.

Despite challenges and cancellation of shows and gatherings, IRAA awards continued relentlessly into its 15th

consecutive edition in a virtual avatar to deliver what is important, i.e., to recognize all those engineers and music producers who toiled untiringly behind the scenes to bring us the best "Sound & Music" of 2020.

IRAA announced winners across **50 categories** at the ceremony. The

winners and final nominees represented the most talented pool of the sound engineering and music production community from across India, selected from amongst almost 1400 nominations received, for movies, soundtracks and albums released between 1 January 2020 and 31 December 2020.



“ It is a matter of great celebration this year with IRAA having reached a very defining moment. The time has come for IRAA to take membership seriously. ”

ANIL CHOPRA,
Founder & Chairman, IRAA

Hosted by Ms. **Rishika Keshari**, the awards ceremony was streamed simultaneously on the **PALM expo** and Sudeep Audio YouTube channels. **Sudeep Audio** along with **PALM AV-ICN magazine** were the official Media Partners for IRAA 2021.

Click on link for Awards Ceremony video: <https://www.youtube.com/watch?v=QVN6r-SoobM&t=1314s>

Keshari started the evenings proceedings by inviting on stage, **Anil Chopra** - Founding Director of PALM expo and Founder Chairman of IRAA, **Smita Rai** - Deputy Project Director, PALM expo, **Pramod Chandorkar** - Honorary Chairman of IRAA, **Vijay Benegal** - IRAA Director 2021 and Jury member, **Mujeeb Dadarkar**.

Video messages from **Aditya Todi** - Senior Director, Sales and Marketing, HARMAN Professional Solutions, India and SAARC, **Tom Whelan** - Regional Director - Asia, at Hyve Group PLC. and **Gaurav Sood** - General Manager - India, at Hyve India Pvt. Ltd. got the tempo of the streaming going.

For the second consecutive year, the IRAA 2021 was supported by HARMAN Professional Solutions India, a global leader in studio technology boasting of an extensive catalog of signature products for the studio, from legendary brands.

Click on link for Aditya Todi's message

Click on link for Tom Whelan's message

Click on link for Gaurav Sood's message

Also, executing the Streaming Concept and Production of the event for the second year in a row was **NJSM Studios**, in association with **BNA Talent**.

IRAA 2021 Keynote Address

Anil Chopra, Founder & Chairman of the IRAA awards delivered the keynote address at the IRAA 2021 virtual Awards ceremony. Speaking on the occasion, he said that the idea of IRAA was born 15 years ago at the PALM expo and that he was proud that today IRAA had become globally reputed, with top engineers aspiring to an IRAA award. He thanked the august Jury members who ensured that the level of assessment was sincere and honest and complemented the Jurors on the tremendous hard work. Speaking about the nominations he said, "Each year we get more and more nominations for the IRAA awards and this in itself is redeeming. In 2021 there has been a huge change in IRAA as it is now far more dynamic than the previous years. We received 1400 nominations, i.e., 40% more nominations than last year, off which 46% were for Indie (Independent) music." Commending the explosion of Indie talent in the country he noted that one of the reasons for this explosion was the high level of music production at home, wherein home and project studios had become a part of the recording scene in India. "The response that we have received from



From l to r: Pramod Chandorkar, Smita Rai, Anil Chopra, Emcee Rishika Keshari, Vijay Benegal and Mujeeb Dadarkar



“The online assessment process is fool proof and has minimal or no margin of error. The selection of the winners is strictly on the basis of the quality of work. All the entries are anonymous to all the jury members.”

PRAMOD CHANDORKAR, Honorary Chairman, IRAA 2021

the Indie segment just goes to prove that this segment has as much respect and aspiration for IRAA, as do the established, sound engineers and music producers who have been recording the soundtracks of major movies. This gives IRAA a lot of dynamism and scope in future and we hope and expect that

edge recording and live sound technology and the whole gamut of equipment involved in sound. They are there at PALM, to see new equipment. Engineers from all over the country, visit the expo and a lot of studios get generated here,” he said. “We are all meeting after a two-year gap and PALM is expecting a

being the great quality of work we are receiving. It feels great to see that. We have been constantly working on increasing the standards of assessment to ensure that the best one wins. The online assessment process is fool proof and has minimal or no margin of error. The selection of the winners is strictly on the basis of the quality of work. All the entries are anonymous to all the jury members. A detailed online filtering process is created, wherein each jury gives marks on individual criteria to each track. The top contenders at each stage are re-assessed by different jury members to ensure that we are being fair.”

Click on link for video of Pramod Chandorkar’s Message

Indie Music Scene at IRAA

2020 and 2021 was a boon for music

been remarkable and taking this into consideration, IRAA instituted a special jury, chaired by IRAA 2021 Director – **Vijay Benegal** and comprising of two new Jury members - music producer, recording engineer, multi-instrumentalist and founding partner at Cotton Press Studio - **Rohan Ramanna**, and award-nominated producer, engineer, guitarist and bassist from Ahmedabad, and also the founder of Compass Box Studio - **Raag Sethi**.

The decision to approach nominations for independent music has evidently shown results as almost 46% of the nominations received, were in the Independent music categories. Expressing his delight, Vijay Benegal said, “I’m most amazed and excited to inform you that we have received 1400 entries this year- largest number of nominees yet. This 15th Edition of IRAA Awards has received fantastic response from all over the country. Until this year the independent music category attracted very few entries so we decided we would like to expand these categories into different genres, to be as fair as possible in our assessment. A new group was introduced with me as Chair and two new jury members- Rohan Ramanna & Rag Sethi added to the team. Close to half the total number of entries this year fall into the independent music category and we hope that we would get even more next year.”

Talking about his experience as IRAA Director for this edition, he said, “It was a great privilege for me as the Award Director to oversee the event this year. I’d like to thank the IRAA team and the entire Jury member for their tireless support. It has been an extremely fulfilling experience in the selection of the final winners.”

Click on link for video of Vijay Benegal’s Message

The Virtual Awards Ceremony

The awards were segregated into three main segments with the winners in Audio Engineering Segment being announced first, followed by the awards in the Music Production category and concluding with the Audio Postproduction awards.

The List of Winners and Nominees can be accessed on: <https://iraa.in/Winner.aspx>



ASHISH SAKSENA, IRAA Award Director 2022

in India, as Independent music and independent artistes flourished in a country which is otherwise dominated by Bollywood. The success of Indie music in India resonates international trends, wherein audiences are now more receptive to experimental music. The growth in this segment has

Streaming Concept and Production by

in the future the nominations will cross many thousands” he said.

He emphasized that IRAA should have a very serious body of professionals managing the nominations, assessments, and selection of awards. “It is a matter of great celebration this year with IRAA having reached a very defining moment. The time has come for IRAA to take membership seriously,” he said.

Chopra ended his keynote by throwing light on the upcoming PALM expo in May this year. “The PALM expo attracts almost 25000 professionals on its exhibit floors. There is a tremendous level of excitement on the exhibit floors. It’s like an annual pilgrimage as these 25000 professionals are using cutting

jamboree, the likes of which have never been seen before. The whole world and all the major brands and major distributors will ensure that their latest equipment is on display,” he added.

As a part of IRAA tradition of announcing the Award Director for the forthcoming year, Chopra also announced **Ashish Saksena** as the IRAA Award Director for 2022.

Click on link for video of Anil Chopra’s Keynote Address

IRAA Assessment Process

The IRAA stands out distinctly from other film awards because of the high level of assessment and the focus on technical excellence rather than subjective opinions, budget or commercial success of the tracks and movies. Elaborating on the assessment process, Pramod Chandorkar, Honorary Chairman of IRAA said, “The assessment is getting complex year on year, reason

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VIJAY BENEGAL, IRAA 2021 Award Director

Musical Performances at IRAA

The IRAA 2020 also featured special performances by two indie bands. The first band, **Nissima** is a multi-lingual rock band from Pune, formed by Harshad Sathe and Saket Rao in 2019. They released their eponymous 4-song E.P. the same year in July and what they

performed for the IRAA streaming were three songs (**Barkhaa**, **Panaah** and **Nishaan**) from their second offering - a full-length album called “Panaah”! Joining Harshad and Saket for the performance was bassist Amit Gadgil

The second performance was by one of the winners, performing the winning track **Desire**. 23-year-old songwriter and guitarist, **Chirag Todi** started his

band **Heat Sink** in 2018 and his solo project in 2020. Over these years, his compositions have received national awards and several other honors. He has worked with maestros and industry titans like A.R. Rahman, Clinton Cerejo and Warren Mendonsa. For the IRAA streaming Chirag Todi teamed up with **Divyang Arora** on the drums,

Raag Sethi on the bass, and **Protyay Chakraborty** handling vocals/ violin with **Meera Desai**.

Band Performance can be accessed on <https://www.youtube.com/channel/UCv98arGvIEqWxj1zJHOI2jg>

Please visit www.iraa.in for the videos and for more information about the awards.

IRAA Jury 2021



Pramod Chandorkar



Vijay Benegal



Ashish Saksena



Aditya Modi



Indrajit Sharma



Jim Satya



Mujeeb Dadarkar



Shantanu Hudlikar



Sreejesh Nair



Vijay Dayal



Rohan Ramanna



Raag Sethi

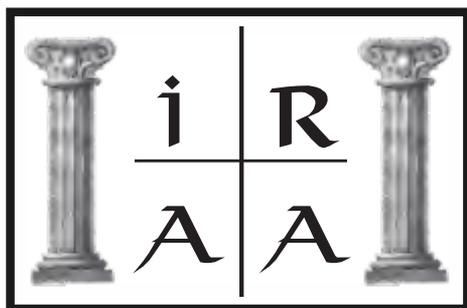


NISSIMA, Panaah



DESIRE - Compass Box

15th edition



INDIAN
RECORDING
ARTS ACADEMY
AWARDS

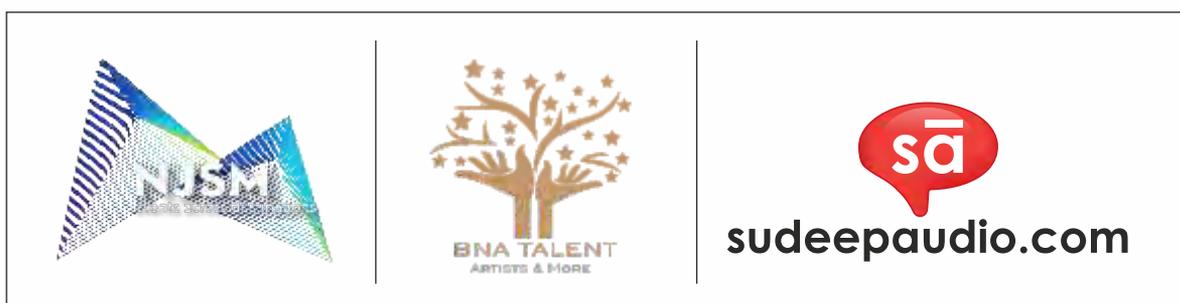
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APPRECIATION AND GRATITUDE TO



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the Indian Recording Arts Academy Awards a Success

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