

About About

Through its work in physical and digital spaces, District India ideates and executes experiences that add life and texture to brands, experiences that resonate deeply with people. With music, art, culture and fashion as a driving force behind its work, District India aims to create and inspire.



DIST RICT

About About

Services Services

OFFLINE

Music Curation
Event Production
Creative Direction
Merchandising



ONLINE

Digital Marketing
Content Creation
Influencer Marketing
Web Design

ces
Services

The background is a solid orange color with a pattern of horizontal white lines. Overlaid on this are several elements: a large green rectangle with the text 'ALOFT HOTEL' in pink, a white box with a list of services, and three photographs of event attendees. The top-left photo shows a person with long hair in a dark setting with purple and blue light. The bottom photo shows a person's hand holding a small object, wearing a red and black patterned shirt. The right-side photo shows a person's head and shoulder in a dark setting with purple light.

ALOFT HOTEL

1. Music Curation
2. Event Production
3. Content Creation
4. Digital Marketing
5. Web Design
6. Merchandising

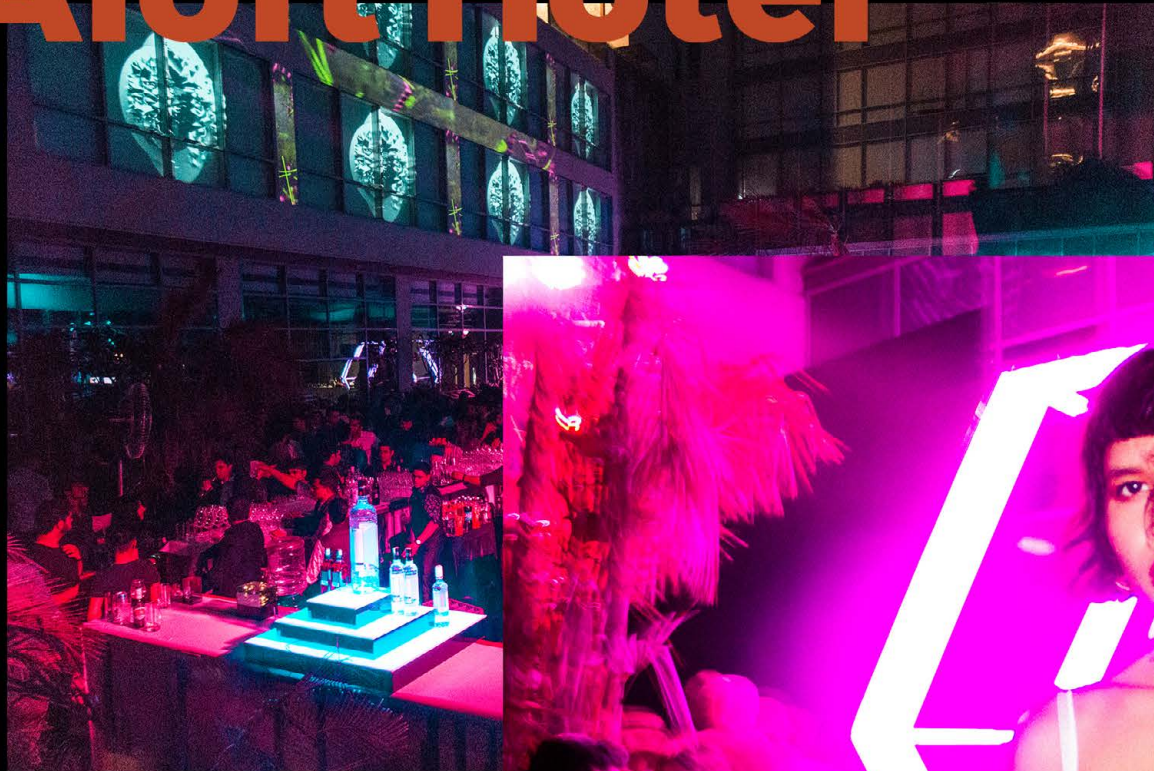
Aloft Hotel Aloft Hotel

Music Curation

For the launch of Aloft Aerocity, we transformed their first property in New Delhi into a multi-sensory playground of fun with scopious pink LED lighting, island bars and debut Indian performances from house music legends Chaos In The CBD and the genre-defying FunkinEven.

Aloft Hotel Aloft Hotel

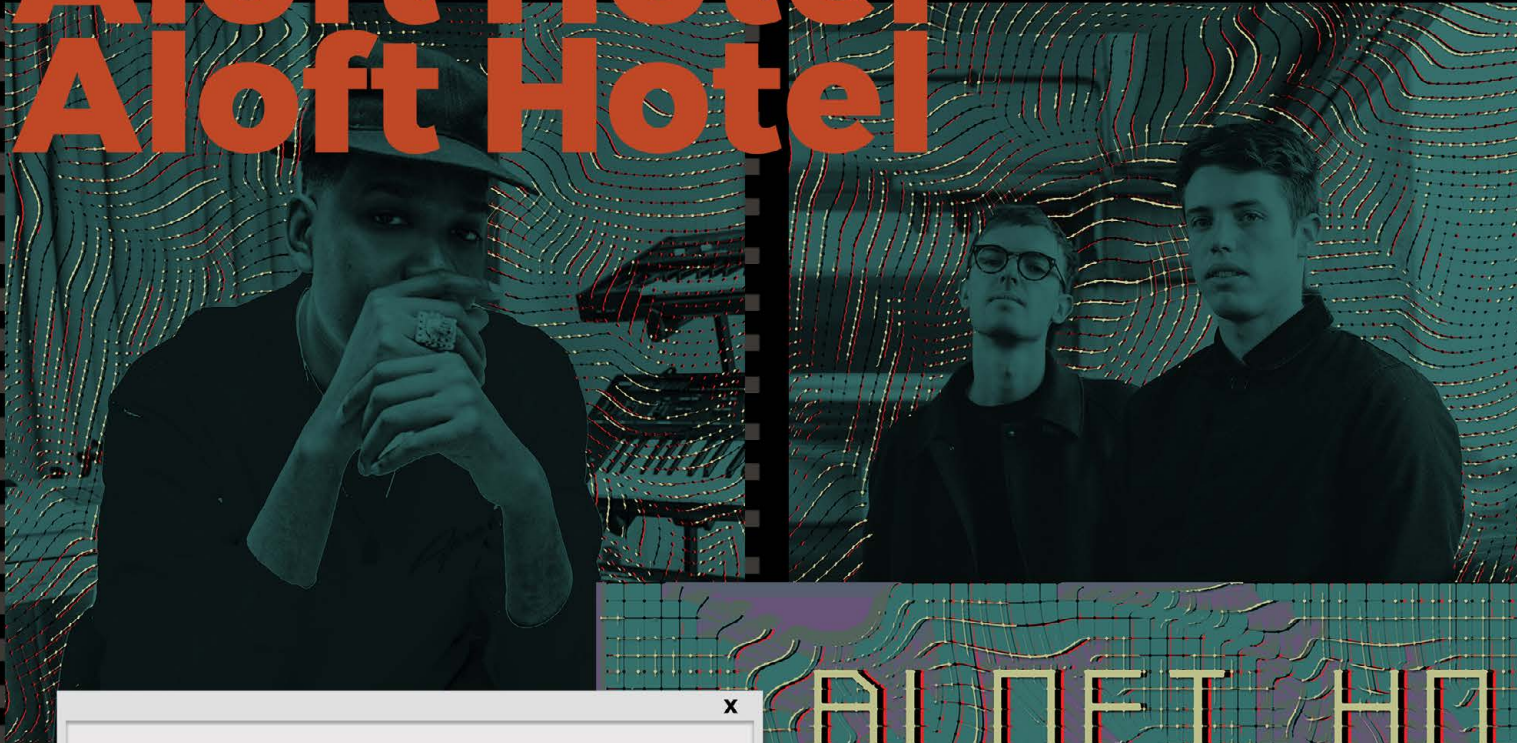
Aloft Hotel Aloft Hotel



Event Production

el Aloft Hotel

Aloft Hotel Aloft Hotel



x
Content Creation

ALOFT HOTEL LAUNCH PARTY

APE ECHOES +
CHAOS IN THE CBD + FUNKINEVEN

12TH MAY 9PM ONWARDS. RSVP AT [ALOFT.COMMUNITY](https://aloft.community)



NEW DELHI

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Aloft Hotel

Aloft Hotel Aloft Hotel



With the help of Satwa 3000, two of India's first-ever GIF Paradises were installed in the hotel's lobby. These self-contained rooms were green screen-powered technology installations that audiences could enter and interact with to create a unique GIF image to share on their social media.

Content Creation



Aloft Hotel

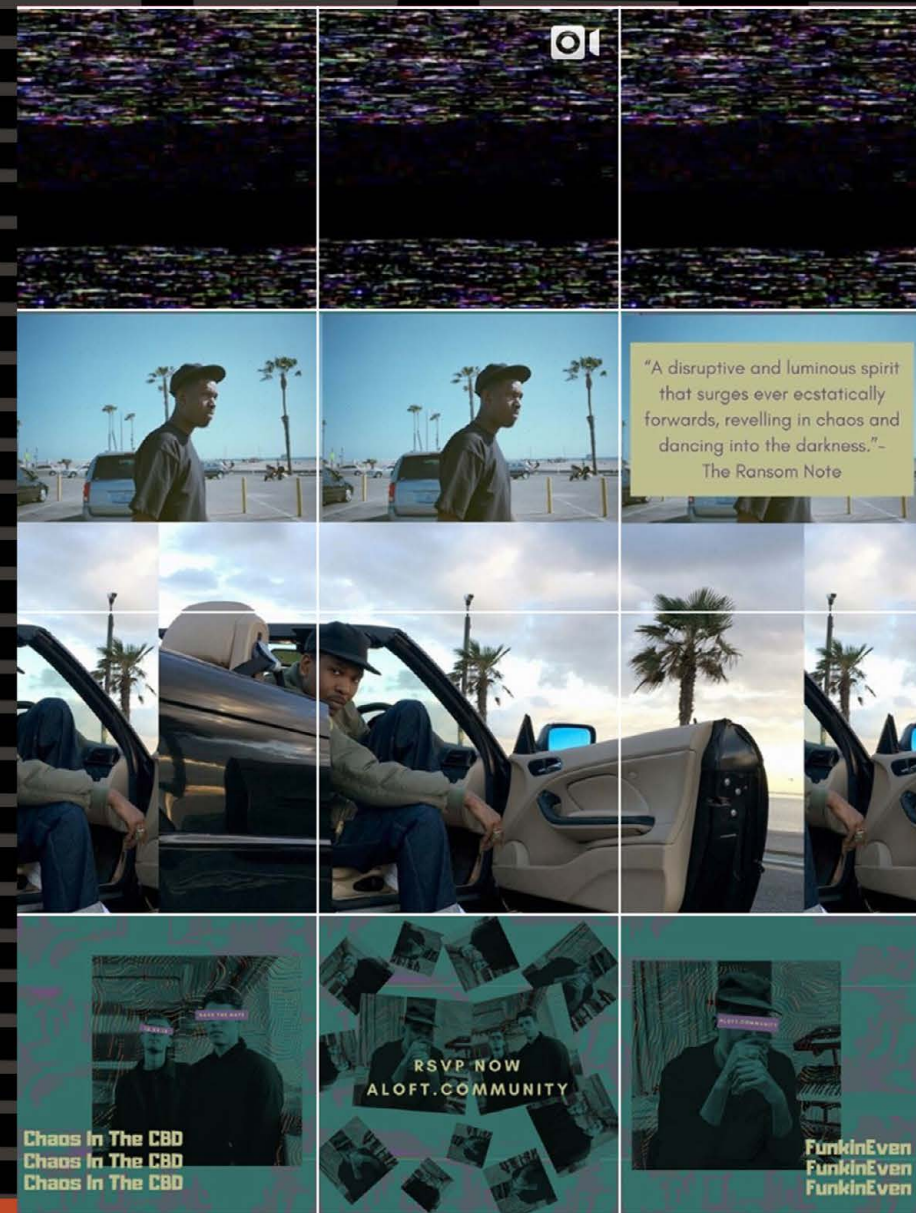
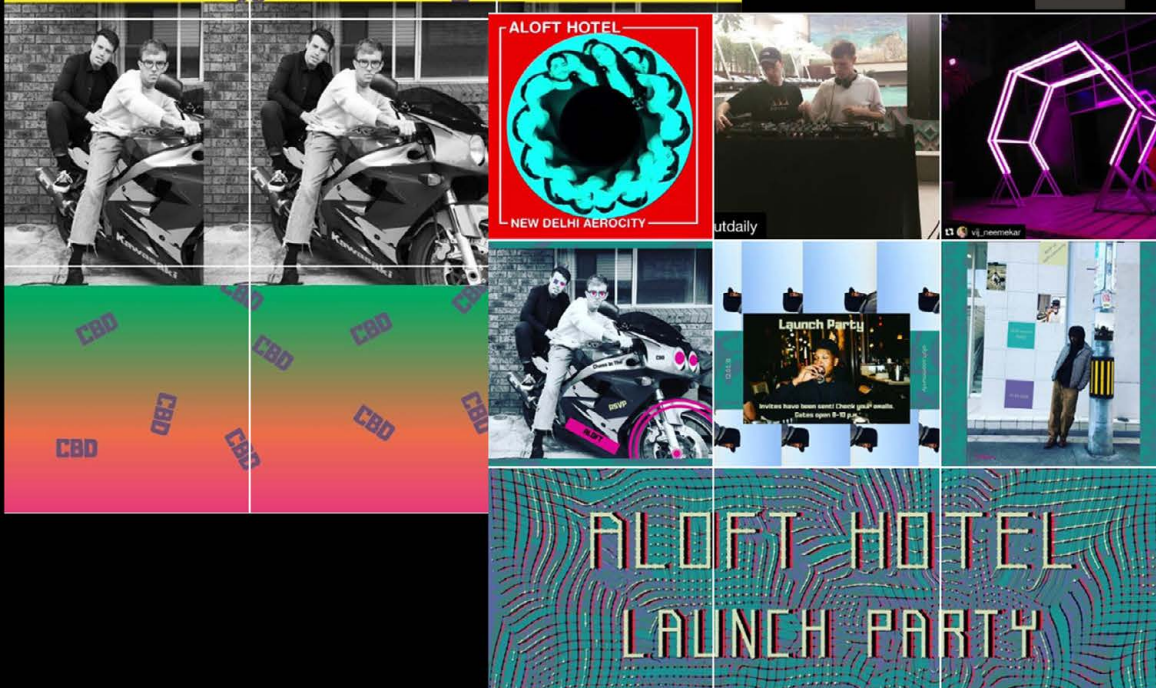
Aloft Hotel Aloft Hotel



Digital Marketing

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Digital Marketing



Aloft Hotel

Aloft Hotel

Aloft Hotel Aloft Hotel



ALOFT HOTEL LAUNCH PARTY

Aloft Aerocity invites you to experience first-hand the ebb and flow of creativity and fun in a multi-faceted digital playground. With musical debuts in New Delhi from FunkinEven and Chaos In The CBD, expertly-curated food and drink, plus interactive installations in tow, we guarantee an elevation of every one of your senses.

Aloft Hotel, New Delhi Aerocity

12.05.18

Gates Open 8pm / Gates Close 10pm

RSVP NOW CLOSED

Web Design

aloft
NEW DELHI AEROCITY



Aloft Aerocity presents an experience like no other

[Learn more](#)



CHAOS IN THE CBD

Kiwi brothers at the vanguard of global house music



FUNKINEVEN

Mind-body-soul music from one of dance music's most exalted luminaries.



Aloft Hotel Aloft Hotel

Merchandising



ft Hotel ft Hotel



AUSTER WIP

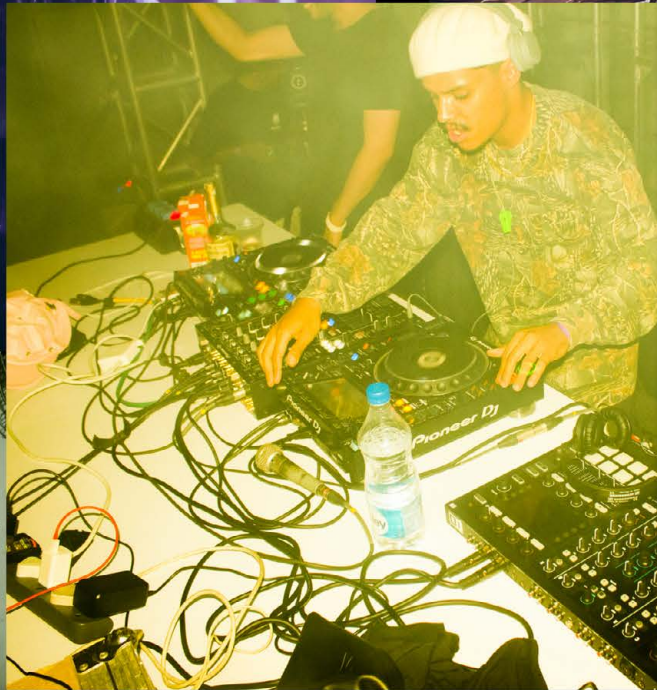
1. Music Curation
2. Event Production
3. Creative Direction
4. Content Creation
5. Digital Marketing
6. Web Design

Auster WIP Auster WIP



Music Curation

American e-liquid brand Auster are closely associated with creative communities of music, art and fashion in the United States. The India launch of their digital publication Auster WIP was brought to life with a secret warehouse party that mirrored their success across the Atlantic with a multi-faceted experience involving music, art and design exhibits and premium products.



Auster WIP

Auster WIP Auster WIP



Event Production

A done-over modern-industrial location was matched with a musical lineup featuring Amsterdam producer Jarreau Vandal from the beat-focused Soulection imprint and Seoul-based rising star, Didi Han accompanied by local talents MadStarBase and Zokhuma.

Auster WIP Auster WIP



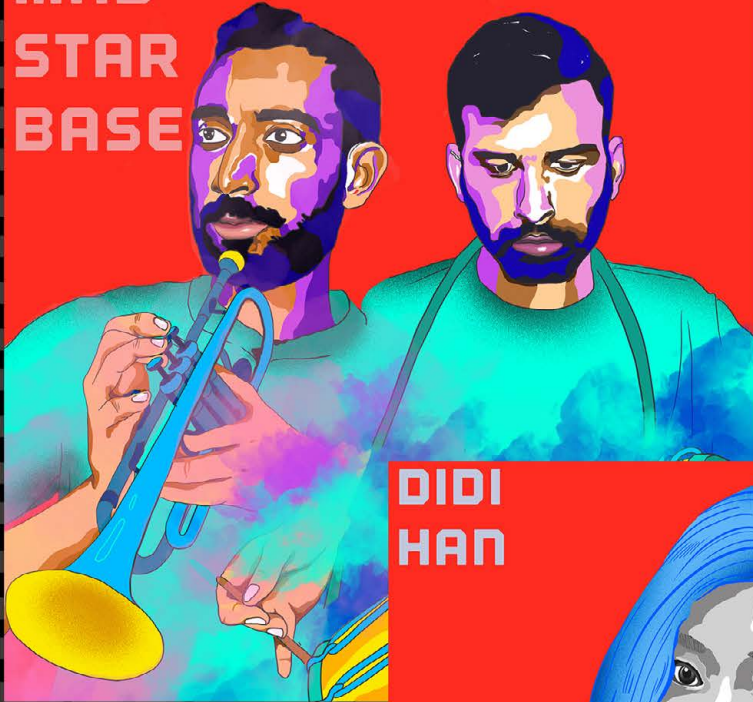
Creative Direction

A done-over modern-industrial location was matched with immersive installations inspired by space, nature and Delhi designed by Delhi-based visual artist Tarini Sethi.

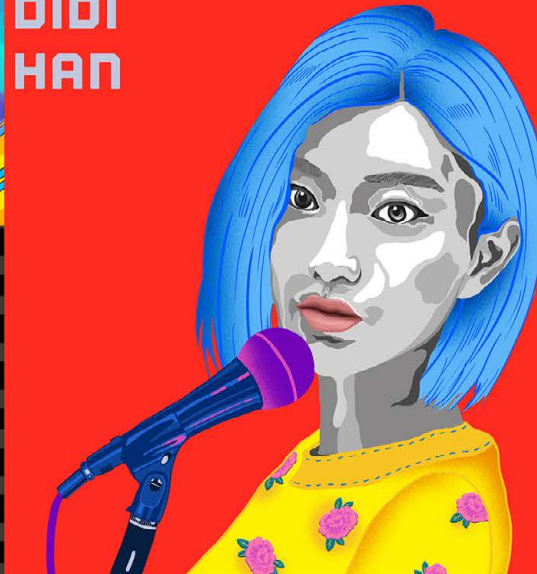
Auster WIP Auster WIP

Auster WIP Auster WIP

MAD
STAR
BASE



DIDI
HAN



JARREAU
VANDAL



Content Creation

er WIP er WIP

Auster WIP

Auster WIP



Content Creation



WIP

WIP

Auster

Auster WIP Auster WIP

Digital Marketing

AUSTER WIP
LOCATION: UNKNOWN
TIME: 8 HOURS TO GO
PROGRESS: 20% REMAINING



AUSTER

ZOKHUMA

MADSTARBASE

BLOW
CLOUDS

AUSTER WIP

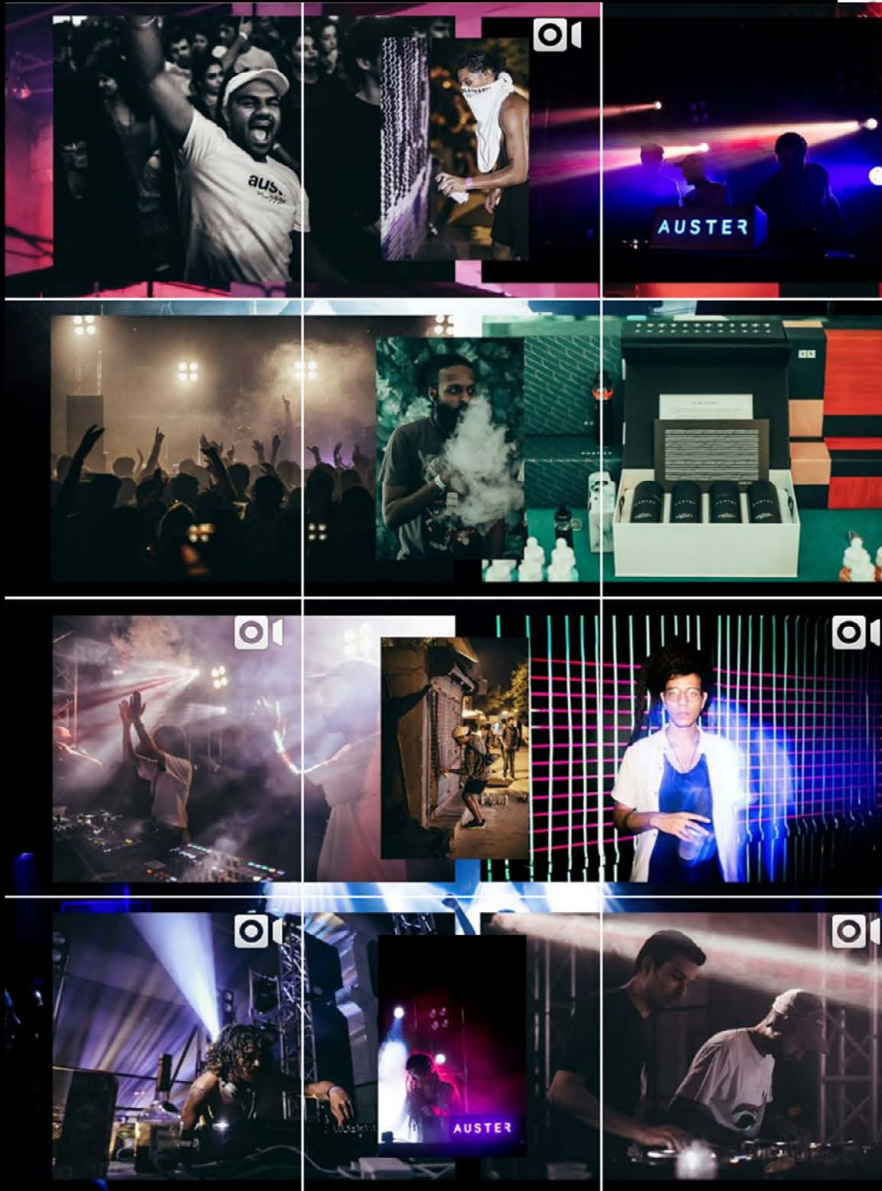
WARE
HOUSE

PARTY

Auster WIP Auster WIP

Auster WIP

Auster WIP



Digital Marketing



Auster WIP

Auster WIP

Auster WIP Auster WIP

Web Design

AUSTER

09.09.17

Delhi you were amazing! Thank you to everyone who came out and held down the vibe. 9th September was a historic moment for Delhi and none of it would have been possible without each and every one of you. Thank you for your love and support throughout the course of this event.

STAY INFORMED

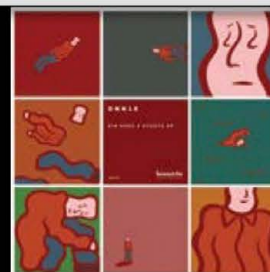
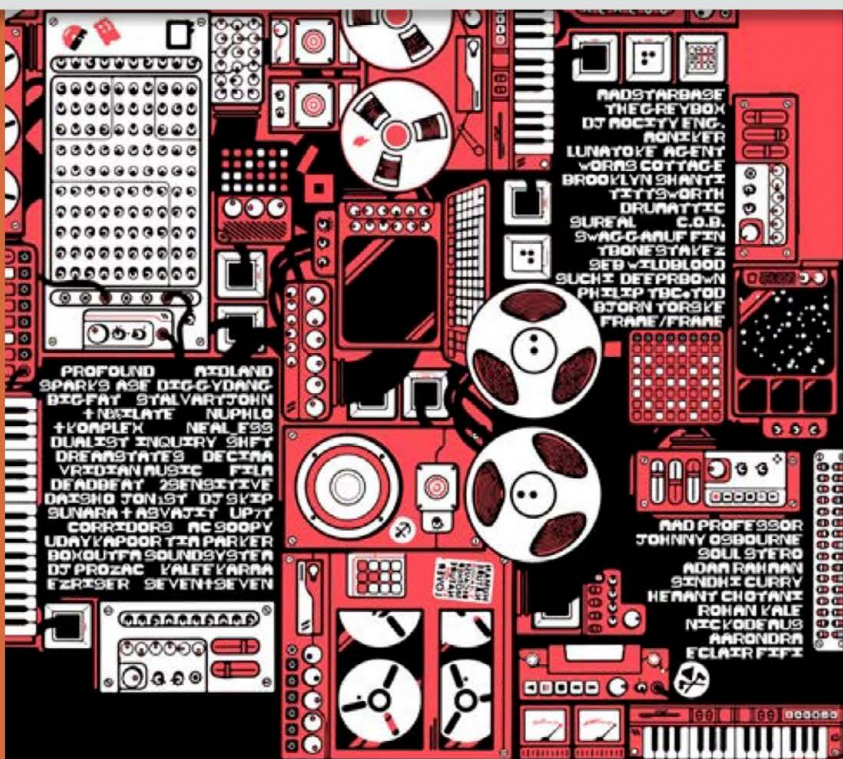
WHAT'S AUSTER?



Auster WIP

X

BOXOUT.FM



1. Creative Direction

BOXOUT WEEKENDER

1. Music Curation
2. Event Production
3. Content Creation
4. Digital Marketing
5. Web Design

Boxout.fm Boxout.fm

The logo consists of a stylized house icon made of two purple shapes: a square with a smaller square inside, and a triangle on top. To the right of the icon, the text "BOXOUT.FM" is written in a bold, purple, sans-serif font.

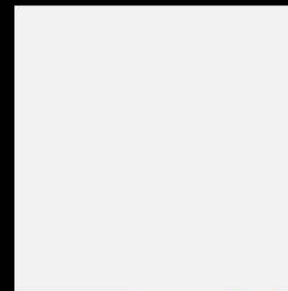
1. Creative Direction



Hex Codes

ULTRABOLD
BOLD
MEDIUM
REGULAR
LIGHT
THIN
ULTRALIGHT

ULTRABOLD ITALIC
BOLD ITALIC
MEDIUM ITALIC
REGULAR ITALIC
LIGHT ITALIC
THIN ITALIC
ULTRALIGHT ITALIC



Boxout.fm Boxout.fm

Boxout Weekender Boxout Weekender

Music Curation

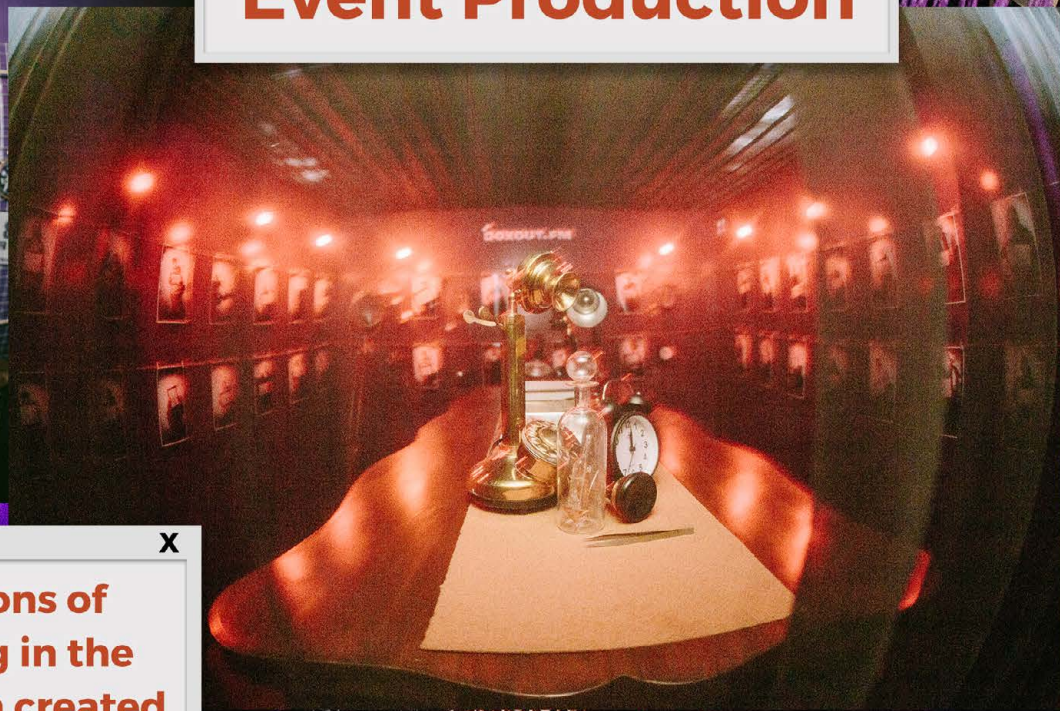
District India brought music festival-scale production to Boxout Weekender, a three-day-long event celebrating the first anniversary of online radio station Boxout.fm.

Boxo

Boxout Weekender Boxout Weekender



Event Production



Besides the obvious inclusions of incredible sound and lighting in the club atmosphere, District India created a hidden photo exhibit and a detailed print magazine that has now become a much-sought-after collectors item.

Boxout Weekender Boxout Weekender

Boxout Weekender



@swineflew_who

X

Content Creation

None of what we do at Boxout.fm is possible without the support of you, our community.

Thank you for listening to the radio, for coming out to our shows, for reading these words, for sharing music with your friends and family, and for helping spread the message of 'each one reach one'.

Year one would not have been possible without special thanks to

Wild City	Mixcloud	Krunk
Pioneer DJ India	Levi's	Social
Budweiser	The 264 Cru	Only Much Louder
Summer House Cafe	Mosquito Masala	Working Hours
Freshmenu	Blue Tokai Coffee Roasters	Bhane
Auster WIP		

And to our extended family

Dolly Haorambam	Aman Sridhar	Zacharie Rabehi
Aman Makkar	Arushi Kathuria	Mehr Chatterjee
Aditya Dutta	Shaurya Vir Singh	

this constant windfall of music from

NEW TINY

und the world. In New Delhi, per-
s the most cosmopolitan metrop-
in our country, an active commu-
y of music lovers emerged with no
l place for them to coalesce and
re. With the increasing corpora-
tion of music and with venues
tting down weekly, there seemed
place for music-loving youth to
atively and freely express them-
ves. This music, those words and
se ideas needed a home.

as with this community and their
ls in mind that Boxout.fm was
n as an online community radio
t is open-minded and democrat-
with its primary goal being to
ve its immediate community of
sicians, music fans and creative
t. One year in the fold, we've got
regular shows on-air, the bulk of
m presented by locals you may
w from the odd club gig, and a
edful from beyond our borders. We
e that you stay tuned in.

er Boxout Weekender

Boxout Weekender Boxout Weekender

BOXOUT WEEKENDER

AURO KITCHEN & BAR, DELHI

6th, 7th AND 8th APRIL 2018

FRIDAY
6TH APRIL, FRIDAY
8PM-1AM

THEGREYBOX
MC SOOPY
LACUNA
TARQEEB
PROFOUND

outside/
DAISHO
YIDAM
AGENT
STALVART JOHN

inside/
LUNA TOKE
SANJITH
DREAMSTATES
ABHI MEER

SATURDAY
7TH APRIL, SATURDAY
4PM-1AM

SUNDAY
8TH APRIL, SUNDAY
4PM-11PM

FILM
PAGAL SOUND
BIGFAT
DAKTA DUB
DIGGY DANG

AURO KITCHEN & BAR, DELHI

INSIDER.IN Mixcloud AURO Nightvibe FOXITY.IN JAMESON Corona Extra

Digital Marketing

Boxo
Boxout weekender

Boxout Weekender Boxout Weekender

BOXOUT WEEKENDER 2018

We celebrated [Boxout.fm's](#) first birthday in April 2018 with three days of music by homegrown Indian artists at Auro Kitchen and Bar in New Delhi. 18 of our show hosts and label artists descended in the capital from across the length and breadth of the country and played sets that reflect the diversity and variety of our programming. Big love to all the hosts, artists, crew and most of all, to the community that supported us through the first year, as well as everyone who came out and celebrated with us. Relive the Weekender madness by playing back all the sets here.

BASS



THE GREYBOX

HIP HOP



MC SOOPY

BEATS



LAGUNA

TARQEEB



DUBSTEP

Web Design

Boxout Weekender

X

1. Content Creation



X

MADSTARBASE

Madstarbase Madstarbase

New Delhi-based duo MadStarBase are at the vanguard of modern hip-hop production. With co-signs from artists like Diplo, management from Third Culture plus high-profile festival and club appearances, a strew of record releases and a world-class Boxout.fm radio show, they represent the future of soulful club music in India. District India has worked with MadStarBase since the beginning, creating unique visual online + offline content and merchandise for their personal brand.



Madstarbase Madstarbase



base
base
Madstarbase



BHAAANE

1. Content Creation

Bhaane Bhaane

X

District India's idea of influencer marketing goes beyond traditional product placement and shout-outs. We believe that connecting cultures is absolutely essential to transforming societies.

District India has brought bhaane's tasteful, under-stated fashion to artists visiting India by helping create well-thought-out social media content that benefits both brand and influencer. Artists sporting bhaane gear thanks to the District India link-up include The Whooligan, SOSUPERSAM, and Jarreau Vandal.



Bhaane Bhaane

Bhaane Bhaane



Bhaane

Bhaane Bhaane



Bhaane Bhaane



**NORBLACK
NORWHITE**

1. Content Creation

NorBlack NorWhite NorBlack NorWhite



NORBLACK NORWHITE's philosophies develop from paying respect to the past, questioning the present and creating for the future. By connecting revered artists like Romare and A.G with NBNW, District India helped create even more great, atypical social media content that fell naturally in line with both parties without compromising on their artistic sensibilities.

NorBlack NorWhite

NorBlack NorWhite NorBlack NorWhite

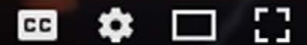


te
Black Nor white

PUMA X LEVELZ

1. Influencer Marketing

▶ ▶| 🔊 3:59 / 5:10



Puma x Levelz

Puma x Levelz



The game-changing hip-hop and grime collective from Manchester sported some of Puma's finest athletic and leisure gear during their first visit to India, thanks to an astute District India connection.

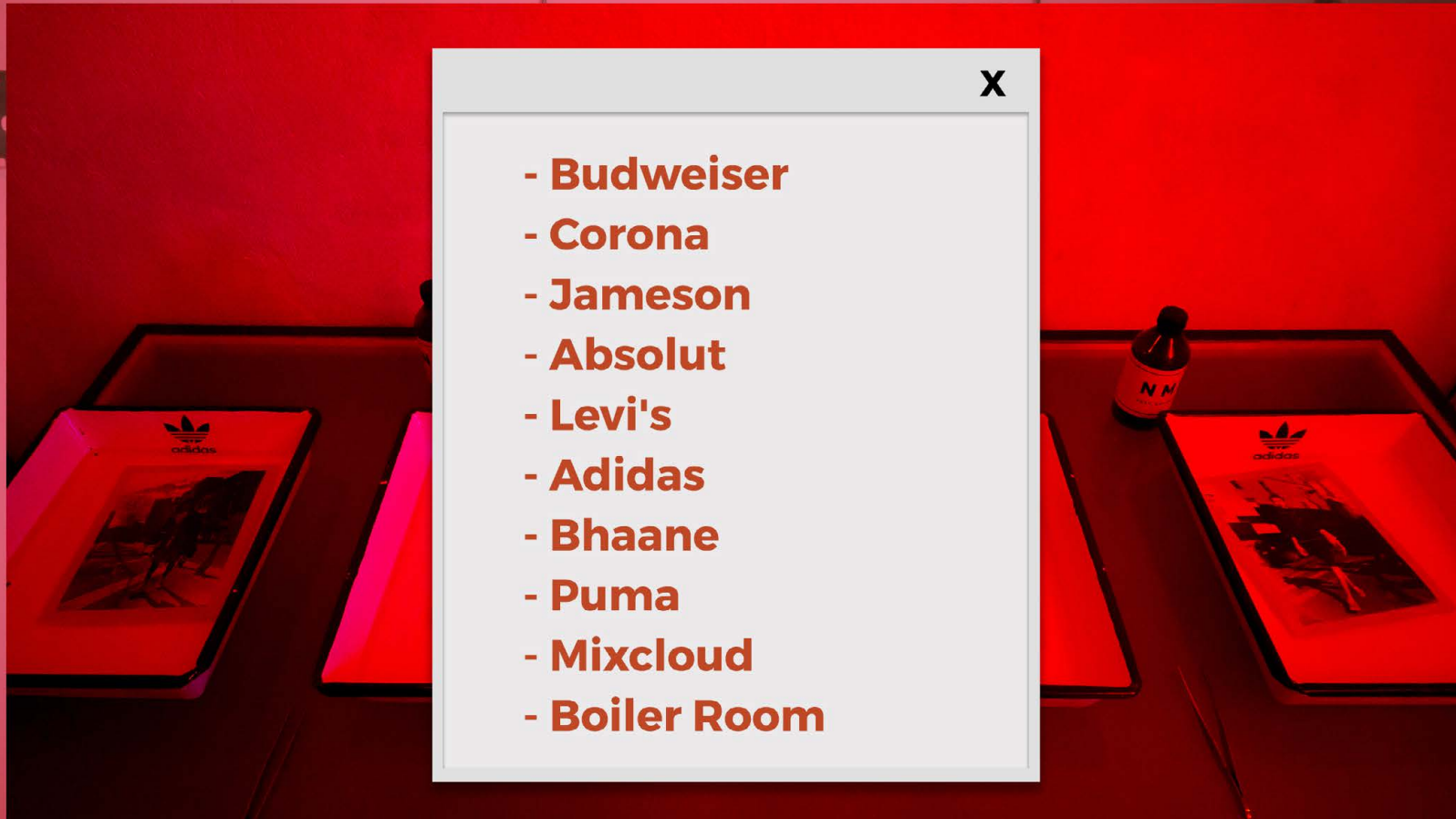


Puma x Levelz

BRAND COLLABORATION



Brand Collaboration Brand Collaboration



- Budweiser
- Corona
- Jameson
- Absolut
- Levi's
- Adidas
- Bhaane
- Puma
- Mixcloud
- Boiler Room

Brand Collaboration Brand Collaboration

TALENT ACQUISITION



Talent Acquisition Talent Acquisition

- 
- Jarreau Vandal
 - SoSuperSam
 - Girl Unit
 - Full Crate
 - Joe Kay (Soulection)
 - FunkinEven
 - Chaos in the CBD

Talent Acquisition Talent Acquisition

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**DIST
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district
Contact