

RIKHI RAM

PASSION FOR PERFECTION

Musical Instruments Manufacturing co.

Selected 2011-13



Name of the Director : Mr. Sanjay Sharma

Established : Year 2002 at current location,
Year 1920 in Lahore, now Pakistan.

Product: Musical Instruments Making, Designing,
Repairs & Exports.

History: Rikhi Ram legendary brand for Musical Instruments making needs no introduction. Rikhi Ram's Music was established in the year 1920 in Lahore (now in Pakistan), later set up in New Delhi after 1947 partition of India. Rikhi Ram has created concert instruments for maestros like Pt Ravi Shankar, Ustad Vilayat Khan, Ustad Ali Akbar Khan, Ustad Amjad Ali Khan, Pt Jasraj, Pt Shiv Kumar Sharma, Ustad Zakir Hussain, Ustad Raiz Khan, Pt Rajan Sajan Mishra, Pt Vishwa Mohan Bhatt, Dr. L. Subhramaniam, great

Beatles, Harbie Hancock and many more who are/were performing regularly.

Achievements:

- Pioneers and fully trained technically, in crafting all forms of Musical Instrument under guidance of father/Guru Late Pt. Bishan Dass Sharma.

- Scholarship holder from Sahitya Kala Parishad, New Delhi for Tabla training.

- Assisted many maestros in live concert such as: Pt Ravi Shankar, Pt Jasraj, Ustad Ali Akbar Khan and many more.

- Regularly conducted Lec-Dems on Musical Instruments making for Asian Music Circuit (London), Cite De La Musique (Paris), Vadya Darshanc (Sangeet Natak Akademi, Delhi), Mac Masters (Hamilton, Canada), Ali Akbar College of Music (San Rafael, CA, USA), Mowak College (Hamilton, Canada), Opera House (Cairo, Egypt), Om Music Circle (San Jose, USA), Raga Music School (Hamilton, Canada), Ustad Vilayat Khan Foundation (Princeton, NJ, USA) and many more.

- Founder President of the famed "Sanjay Rikhi Ram Vadya Parampara"; an Institution to promote and propagate ancient and modern musical instruments of Indian Music.

- Organized concert series under "Sanjay Rikhi Ram Vadya Parampara" by show casing musicians like Pt. Brij Narayan (Sarod), Pt. Shubhendra Rao (Sitar), Acharya L.R. Vishwanath (Indian Violin-Lalitha Veena) for promotion of Indian Music and musical instruments.





- Press releases on his quality work and deep research has been regular feature in Times of India, Hindustan Times, India Today, Indian Express, The Hindu, Asian Age, Jansatta,

Nai Duniya, Metro Now, First City Magazine, Open Magazine, Dainik Bhaskar, and many more.

- Documentaries and Interviews for international broadcasting channels like Discovery Channel, BBC, Arte Channel (France), Japan TV, Delhi Doordarshan, NDTV, Aaj Tak and many more.



- Were the official shop for buying Musical Instruments during Delhi Commonwealth Games 2010.

- Titled as "Melody Maker" by India Today magazine in their special issue "50 Pioneers of Change" 7th July, 2008.



- Designed/Created new innovations like Studio Sitar (for Pt Ravi Shankar), Nav Chitra Veena (for Shr. Ravi Kiran), Tambouri (for Pt Jasraj), Electronic Tabla (Karsh Kale),

Electric Santoor (for Rahul Sharma), Lalita Veena (Indian violin), Nav Vichitra Veena (new small size Vichitra Veena), Electric Sarod, Electric Sitar, Sri Veena (Indian slide Guitar) and many more.

Market: All Professional and world music maestros of the world. Exports to USA, Canada, U.K., France, Italy, Germany, Switzerland, Spain, Holland, Norway, Japan, Singapore, Australia, New Zealand and many more places.



Recent Developments: "Studio Sitar"-Electric/ travel Sitar (for Pt Ravi Shankar), "Nav Chitra Veena" - Scaled

down Gottu Vadyam (for Shri Ravi Kiran), Tambouri (for Pt. Jasraj), Electronic Tabla (Karsh Kale), Electric Santoor (for Rahul Sharma), Lalita Veena (Indian violin), Electric Sarod (for Aman Ali Khan), Electric Sitar (for Anoushka Shankar), Sri Veena (Indian slide Guitar) to name a few.



Promotion: All maestros of music are our cultural ambassadors and promoters of our products. We specialized in our work and musicians endorse our products in their live concerts, websites & other media channels as their "Official Instrument Maker".

Expansion plans: We are planning to set up institutions around the country, starting from New Delhi for Musical Instruments making and crafting. This fine art is slowly diminishing from our culture and it is high time to call for alarms. Plus, we plan to set up workshops in the western world to show case our rich tradition of Musical Instruments makings. Display of Indian Musical Instrument in many educational institutions. And many other similar projects are lined up.

Recreation facilities for staff: All recreational facilities are provided which keep them drilled to their interest into making musical instruments, in easy and friendly work atmosphere.

Mantras (secret) to become successful entrepreneur: Quality control, work precision, strict supervision, innovative ideas, always striving for 100% customer satisfaction, R&D for futuristic instruments, customize developments for maestros.

Brand Values: Rikhi Ram brand is known for highest quality standard and precision. Musicians prefer our brand and are noticed playing by them in concerts in India and abroad. Pioneers and tend setters in this field of art form.

Corporate social responsibility: Always strive for success and customer satisfaction.

We believe: Worship is our field of work and the rest we leave it to God.