



NOLIMITPRODUCTIONZ



# Imran Khan – Case Study



- **To launch Imran Khan as a new signing for Prestige Records**
- **Position Imran Khan's debut album within the Asian Music sphere**
- **Build Imran Khan profile & brand worldwide**
- **International Live Shows**
- **Global media coverage**
- **Gain international Fans**

# WHAT WE DID



## Key Dates:

- July 12th 2009 : Exclusive 1<sup>st</sup> showing of Amplifier on IMRANKHANWORLD.COM
- July 13th 2009 : Press launch of Amplifier & Album Unforgettable across all media channels world wide
- July 27th 2009 : Album: Promo Week Interviews across all media platforms
- Aug 1st 2009 : UK album signing tour [12 venues, 12 cities]
- December 2009 release of 2<sup>nd</sup> Single Bewafa

• **MEDIA TRAINING**

• **PRESS STRATEGY**

• **RADIO PROMO**

• **BOOKINGS**

• **TOUR  
MANAGEMENT**

• **INTERVIEW  
TECHNIQUES**

• **MANAGEMENT**

• **MARKETING  
STRATEGY**

• **ALBUM LAUNCH  
STRATEGY**

• **UK ALBUM  
SIGNING TOUR**

• **MEDIA  
PARTNERSHIPS**

# AWARDS

**UK Asian music awards - Best Desi Act - 2010**



**Brit Asia music awards - Best Desi Act - 2010**

**Anokhi awards – Musical artist of the year - 2010**



# ARTWORK



**IMRAN KHAN**  
UNFORGETTABLE  
THE DEBUT ALBUM



**COMING SOON**

**OUT 27TH JULY**  
WWW.IMRANKHANWORLD.COM  
PRE-ORDER: WWW.PRESTIGERECORDS.COM



IMRAN KHAN



PRESTIGE RECORDS PRESENTS  
**'AMPLIFIER'**  
NEW VIDEO  
WORLD PREMIER  
imrankhanworld.com  
SUNDAY 13TH JULY  
6PM UK TIME

PRESTIGE RECORDS & NOLIMIT PRODUCTIONZ  
WWW.IMRANKHANWORLD.COM

"YOUR CHANCE TO MEET IMRAN KHAN WITH EREN E (PRODUCER) IN PERSON"

UK ALBUM SIGNING TOUR  
**IMRAN KHAN**  
UNFORGETTABLE  
www.kdsdj.com

- 01/08/08, Top Top Music, Easing Road, Wembley 12:00pm
- 01/08/08, ABC Music, 7 The Broadway, Souths, UB1 1JR, 1:30pm
- 01/08/08, Music Station, Farnham Road, Slough, 4:30pm
- 02/08/08, Music Hut, Ilford Lane, Ilford, 1:00pm
- 08/08/08, Shumka, Gunstable Road, Luton, 12:00pm
- 08/08/08, Garam Music, Belgrave Commercial Centre, Leicester, 3:00pm
- 08/08/08, Jaysons, Soho Road, Hestonworth, Birmingham 6:30pm
- 15/08/08, Lulu Asia, Video Music, Hadden Road, Newcastle, 1:00pm
- 15/08/08, Bombay Stores, Shearbridge Road, Bradford 5:30pm
- 16/08/08, Desolunes4u.com, St Helens Road St. Bolton 3:00pm
- 16/08/08, Plan Rhythm Centre, Winslow Road, Manchester

PURCHASE ALBUM AT  
WWW.PRESTIGERECORDS.COM

DESIGNED BY DJ KASH  
(728)WWW.DJ.KASH.CO.UK

**THE NEW VIDEO**  
**IMRAN KHAN - B**  
**LAUNCHING ON**  
**MONDAY 30th N**  
**19:00 pm (uk) ONLINE AT**  
**WWW.IMRANKHANWORLD.COM**

**WORLD WIDE BOOKINGS**  
**IMRAN KHAN**

CONTACT // ASH KAVIA  
EMAIL // INFO@NOLIMITPRODUCTIONZ.COM  
BOOKINGS@PRESTIGERECORDS.COM  
PHONE // 0044 7916 164 787 OR 07944 919 574

# PRESS



## IMRAN KHAN PERSONALLY MEETS HUNDREDS OF FANS IN BOLTON AND MANCHESTER

IMRAN KHAN was received by hundreds of fans as he visited music stores in Bolton and Manchester to personally sign his album 'Unforgettable' for his devoted music lovers on 16th August.

On a night in which we were lucky to see one of our beloved stars, Imran Khan, in a club in Bolton, it was a night to be remembered. The singer, who has been in the music industry for over a decade, was seen in a club in Bolton, Manchester, on the night of 16th August. He was seen with a group of fans, who were lucky to see him in person. The singer, who has been in the music industry for over a decade, was seen in a club in Bolton, Manchester, on the night of 16th August. He was seen with a group of fans, who were lucky to see him in person. The singer, who has been in the music industry for over a decade, was seen in a club in Bolton, Manchester, on the night of 16th August. He was seen with a group of fans, who were lucky to see him in person.

# WHAT THE MEDIA SAID



**"Imran Khan has succeeded where so many others have failed. He did this by standing out as an innovator on the Bhangra scene and the originator of the new desi house sub genre."**

**DJ Nihal – Radio 1**

**"Imran Khan is doing for the Bhangra scene what Dizzee Rascal has done in the urban scene."**

**DJ SonnyJi – BBC Asian Network**

**"By taking space age beats and injecting them into bhangra, the little Duch master has brought a whole new generation of fans towards desi music." Eastern Eye – Top 50 things in Music**

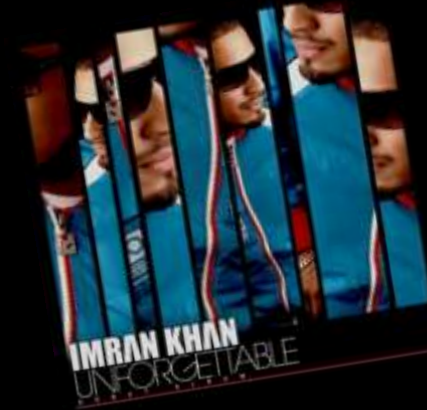
**"Imran Khan has single handedly shaken up the Asian music scene and firmly wedged his flag at the top of that mountain." Asian Express National**

**Leading a strong team of players, we developed a global positioning through Media & Live shows worldwide for Imran Khan's new single Amplifier, Bewafa and album the 'Unforgettable')**

- **The single and album marked a new era in the Asian music industry with Imran introducing a Desi-house sub-genre.**
- **Album reached number top 5 in world album charts – iTunes in 1 week of the release**
- **Over 100'000 views youtube for Amplifier within 8 days of the launch**
- **He was nominated for an incredible 4 UK Asian Music Awards and walking away with 'Best Desi Act'. Won, the Anokhi Magazine 'Male Music Artist of the Year' and had the biggest selling album of 2010.**
- **Youtube views Over 20 Million for Amplifier & Bewafa videos**
- **Album sold over 20 Thousand copies in the UK**
- **Over 300 live shows across the world**
- **Global press & media coverage - TV, Press, Magazines, Online**
- **National & International Radio play**
- **World tours UK – Singapore – Pakistan – Canada – Europe – UAE - ASIA**
- **Winner of major international awards**
- **UK National Signing tour**
- **Licensing deals**



# PRESTIGE RECORDS



**"Ash Kavia of NLP was a recommended , I was looking for a management to build and launch a new artist for my label Prestige Records. No Limit Productionz showed there creativity and knowledge to the highest standard for my artist Imran Khan and Prestige Records. which over 3 years of partnership delivered global marketing opportunities through media exposure and live shows which resulted in a global success to date for artist IMRAN KHAN" Shahid Mazhar Chairman & Executive Producer of unforgettable And founder of Prestige Records**