The S Capital Ltd.

Founder:

Rohith Sakthy

Research and Development

What is Mental Health Illness?

The NHS defines mental health illness as ‘Any condition that effects a person’s thoughts, feelings and behaviour, impacting their ability to cope with everyday life’. It classifies the issue into 34 types, ranging from phobias to eating disorder to schizophrenia.

Our aim is to approach stress, anxiety and mental health using ICM as a remedy.

Why Music for Mental Health

The history and origin of music dates back to the earliest stages of human evolution, with evidence suggesting that music has been an integral part of human societies for tens of thousands of years. In his research paper on the origin and development of music, Jeremy Montagu of Oxford University, defines music as “Any sound that conveys **emotion**” (Montagu, 2017). The term emotion is of great importance in our approach.

All cultures around the world have acknowledged the healing power of music. Music therapy has been a globally accepted means to aid mental health and has been transformed from a focus on general well-being to a neuroscience-based approach, studying its effect on sensory motor, languages and cognitive functions.

Evidence based research conducted on traditional music and especially Indian classical music has shown promising results.

Overview of Indian Classical Music

Music is believed to be as old as human language, or possibly even older, with evidence suggesting that early humans used musical expressions before the development of structured speech.

Indian classical music which is one among the oldest forms of traditional music, originally developed from one of the 4 Vedas (Samaveda), dates to 5000 - 2000 BC (4000 – 7000 years old)

Ragas form the framework of Indian Classical Music. Ragas is a Sanskrit word derived from the Sanskrit word “Ranjayiti iti Ragaha” which means “One which induces emotions of the mind”. So, the development of Indian Classical Music was centred around the concept of enhancing the mental well-being, both for listeners and the artist. Ragas have the power to unlock one or more of these emotions: Sadness, anger, romance, peace, devotion, strength/courage, longing and passion.

Music Therapy

Explanation of Music Therapy by the World Federation of Music (1996) states that: “the use of music and its elements by a qualified music therapist with a client or group, in a process designed to facilitate and promote communication, relationships, learning, mobilization, expression, organisation and other relevant therapeutic objectives, in order to meet physical, emotional, cognitive and social needs. Music therapy aims to develop potentials and/or restore functions of the individual so that he or she can achieve better intra- and inter-personal integration and, consequently, a better-quality life through prevention, rehabilitation or treatment. (Cited in Bruscia, 2000, p. 286).”

“**Indian Classical Music: Raga as Music Therapy – Scope and Opportunities,**” published in the Manipal Journal of Medical Sciences (June 2022), various studies have explored the profound impact of Ragas-melodic frameworks in Indian Classical Music—on the emotions and moods of listeners

The research even suggests that even 10 minutes of listening to this music can lead to acute reduction in stress and improvement in cardiovascular parameters. The study also outlines the use of music to releave pain during surgeries. German government funded research has proved that music can provide pain relief during surgeries. The study highlights that with music therapy 58% of patients experienced relief during surgeries and 78.6% reduction in analgesic use after gynaecological surgeries.

Music and Brain

Electroencephalography (EEG) can be used to analyse brainwave frequencies and their significant impact on both mental and physical stability. EEG rhythms can be categorised into Delta, Theta, Alpha and Beta.

- Alpha brainwaves (7 to 14 Hz) can improve synchronisation of brain hemispheres, enhance memory, increase creativity and reduce stress and anxiety.
- Theta brainwaves (3.5 to 7Hz) are associated with better sleep quality, improved healing, relaxation and improved emotional stability.
- Delta brainwaves (0.1 to 3.5 Hz) are associated with subconscious mind engagement, spiritual connection and relaxation.
- Beta waves which are 14 – 30 Hz has been proved to improve focus, active thinking and concentration.

Solfeggio frequencies

We plan to use the framework of Indian Classical music, particularly the structure of ragas, to create meditative music that blends tradition with modern sound. By incorporating Western instruments, we aim to make this music more accessible and appealing to a global audience while preserving the essence of ragas.

To enhance the therapeutic effects, we will use Solfeggio frequencies as a subtle background layer during production. These frequencies are known for their healing and calming properties, helping listeners experience deep relaxation and emotional balance.

Our goal is to bridge tradition and modernity using the potentials of Indian Classical Music for mental well-being, making it more relevant and enjoyable for a wider audience.

Frequencies in Hz	Associated Effects
174 Hz	Has the potential to reduce pain and relieves stress.
285 Hz	Potential to aid tissue healing and cellular regeneration.
396 Hz	Potential to reduce fear and negative thoughts, reduces anxiety.
417 Hz	Helps cope up with change, promotes transformation.
528 Hz	This frequency is also known as “Miracle Frequency” - Associated with DNA repair, creates a sense of love and affection & enhance creativity.
639 Hz	Potential to foster emotional bonding and strengthen relationship.
741 Hz	Cleanses toxins, enhances problem-solving abilities, strengthens intuition.
852 Hz	Improves mental clarity, improves spiritual awakening & increases awareness.
963 Hz	Also known as “God Frequency”. Improves mood and deepens spiritual connection.

(A Review on the Effects of Chanting and Solfeggio Frequencies on Well-Being – Fen Lin)

In 2018, a study was conducted by **Kaho Akimoto, Ailing Hu, Takuji Yamaguchi and Hiroyuki Kobayashi** from the **Department of Psychology at the University of Tokyo** exploring the effects of Solfeggio frequencies on stress reduction and mental well-being.

This study examines the effect of 528 Hz on the endocrine and autonomic nervous system to determine its effects on stress reduction. Nine healthy participants (eight women and 1 man, between age group 26-37) were exposed to 528 Hz frequency and standard 440 Hz frequency music on separate days. The experiment analysed salivary biomarkers, which are cortisol, chromogranin A and oxytocin levels, at five points before and after exposure to music. Also, heart rate variability was analysed using Low Frequency and High frequency ratios and co-efficient of variation under R-R intervals (CVRR) to assess autonomous nervous system activity.

The results revealed that 528 Hz music significantly decreased cortisol levels and increased oxytocin levels drastically and whereas no significant changes were observed for 440 Hz music.

These findings scientifically validate the stress-reducing potential of 528 Hz music. By integrating Indian classical music, Solfeggio frequencies and haptic feedback, our approach offers significant scientifically backed solutions for mental well-being.

Why “Indian Classical Music” for Mental Health?

Indian Classical Music has been always known for its therapeutic properties and there are growing body research and evidence to support this. Indian Classical music, with its deep cultural roots and intricate structure, provides an effective alternative that has scientifically proved to have the ability to reduce stress, anxiety, and depression and aids overall mental well-being.

Therapeutic Properties of Indian Classical Music

Indian Classical Music is based on the framework of Ragas, with each Raga associated with a specific emotion. For instance, Raga “**Bilahari**” is often used for its calming effect, making it an ideal Raga for reducing stress and anxiety. Research has shown that listening to raga-based music can help regulate the body’s stress responses, influencing heart rate, blood pressure, and brain wave activity. A study conducted in 2023 on the effects of **Raga-Bilahari** on caregivers of cancer patients revealed significant reductions in anxiety, sleep disturbances, and distress, showing the potential of Indian classical music as an effective tool to improve mental-wellbeing (**Krishna et al., 2022**).

The research “**A Pilot Study of Therapeutic Effects of Indian Classical Raga on Depression, Anxiety and Stress among Adults**” published in 2023, showcases the effects of Raga “**Ahir Bhairav**” on stress reduction. In this pilot study, 20 participants who were suffering from anxiety and depression, were randomly divided into two groups. One group received Raga Ahir Bhairav therapy in addition to their regular treatment, while the other group only received the standard care. The results showed that those who listened to the raga experienced significant improvements, with noticeable reductions in their depression, anxiety, and stress levels compared to the control group (**Sushila Pareek and Divya Shekhawat, 2022**).

The review article **"Music Therapy for Mental Disorder and Mental Health: The Untapped Potential of Indian Classical Music"** authored by Shantala Hedge and published by the **Cambridge University** in the journal **BJ Psych International 2018** focuses on the effect of Indian Classical Music on cognitive, emotional and neurological aspects of its listeners. This study points out the context of ragas, how specific ragas are associated with **mood regulation and overall mental wellbeing.**

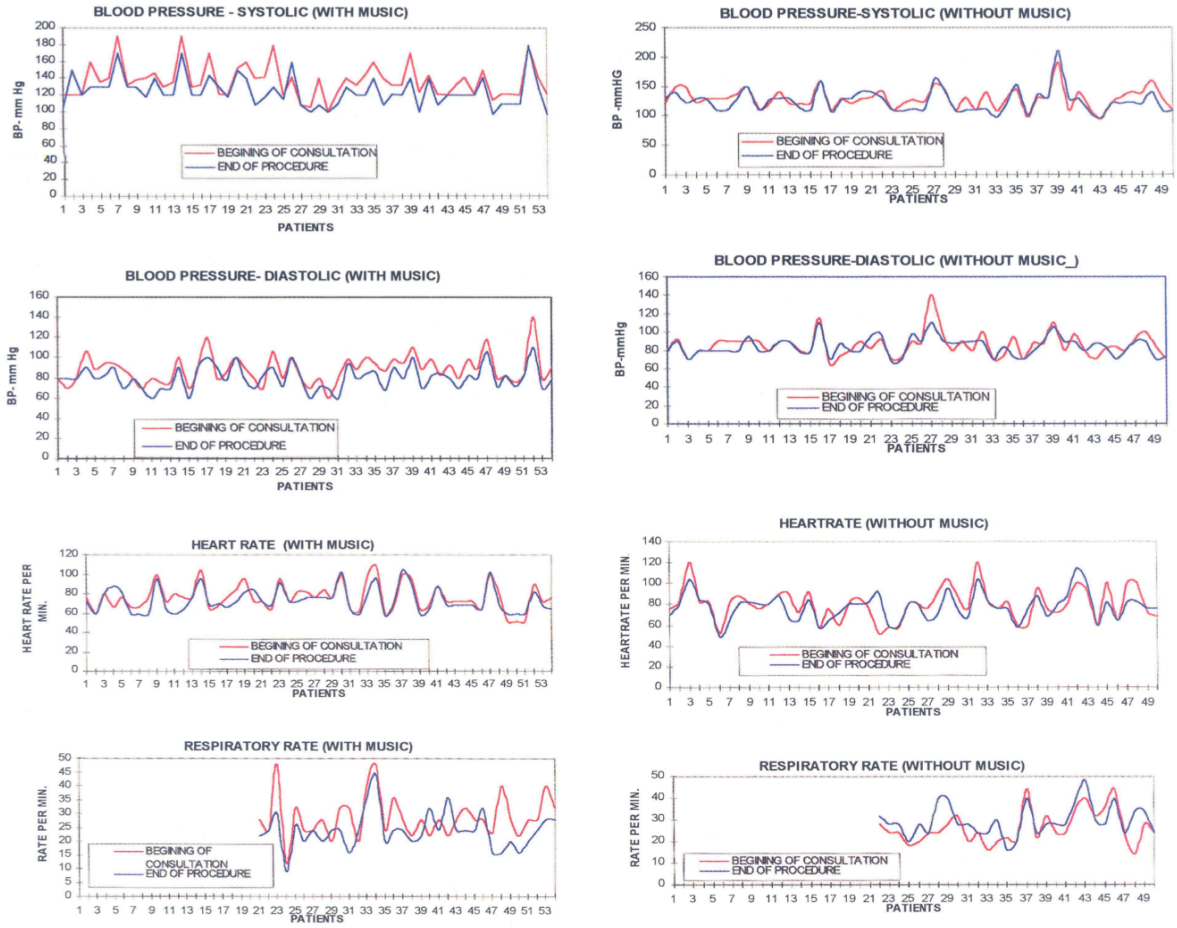
One of the main attributes pointed out by this article is the comparison of Indian classical music with Western music therapy approaches and suggests that Indian music has an underexplored therapeutic potential. (Hedge, 2018)

Impact of Indian Classical Music on Stress Reduction

One of the major reasons why Indian classical music is considered to improve mental well-being is due to its immense ability to reduce stress. With its slow tempos and deep resonance, Indian Classical Music can foster a state of mindfulness and relaxation in its listeners.

Clinical Evidence:

A study published in 2020, in the journal “Stress Medicine” focused on the effects of Indian Classical Music on patients undergoing gastroscopic procedures. During Gastrointestinal (GI) endoscopy, it is common that patients become stressed and anxious. The study was conducted on 104 patients undergoing GI endoscopic procedures for various reasons. Out of the 104 patients, 54 listened to pre-recorded Indian classical instrumental music before and during the procedure, while the remaining 50 underwent the procedure without any music. Heart rate, Blood pressure and respiratory rates of all the patients were recorded before and during the procedure. The results were groundbreaking. The results clearly indicated that the background Indian Classical Music used was efficacious in reducing Phycological distress in the patients.



‘With ICM’ in blue ‘Without ICM’ in red

(Rajkotwalal, Rinchhen and Ringe, 1998, p. X)

The graph above compares the recorded heart rate, blood pressure, and respiratory rate between patients who listened to Indian classical music and those who did not. From the above recorded results, it is clear that there is statistically significant difference in blood pressure, systolic and diastolic, heart rate and respiratory rate in the group of patients who were made to listen to the music.

Enhancing Emotional Well-being

Beyond the profound effect of Indian Classical Music on Stress reduction, it has been linked to improve overall emotional well-being of the listeners. It has been proved to be an effective tool to treat long term depression as well.

Music Therapy for Depression:

A study was conducted in 2018, by the Department of Physiology, Sapthagiri Institute of Medical Sciences and Research Centre, on people suffering from **chronic depression and anxiety**. This research used Depression, Anxiety, and Stress Scale - DASS-21 (The DASS-21 is a self-report questionnaire used to assess the severity of depression, anxiety, and stress in individuals) to measure the changes before and after the music therapy sessions, along with their standard care.

The key take-away from this research is that they **found significant reduction in anxiety, depression and stress levels** in the intervention group (music therapy plus standard care) after 2 months of treatment (G. Sunitha, Algoodkar and P.S., 2021).

Distinctive Advantages of ICM Compared to Western Music

This report acknowledges that no music is better than another and focuses on the unique benefits of Indian Classical Music in improving mental well-being.

Indian Classical music is structures around the framework of Ragas (musical scales/modes), with each raga associated with a particular emotion or state of mind. This emotional attribute of Indian Classical Music is deeply embedded in its structure, making it distinct from Western music, for this purpose.

Emotional Resonance of Ragas

In Indian classical music, each Raga corresponds to deliver a particular emotion and even corresponds to a time of day or season. For example, Raga Bhairav can evoke a sense of awe or reverence in listeners, while the Raga Yaman is associated with the feeling of serenity and devotion. This deep connection of ragas and its emotions has been part of the tradition for centuries and has been structured to form a framework that can create a specific emotional effect on the listeners. Traditional practice:

Raga	Emotion	Context
Yaman	Devotion, tranquillity, peace	Night

Bhairav	Awe, reverence, devotion	Early Morning
Hamsadhwani	Joy, celebration, positivity	Evening
Marwa	Tension, anxiety, restlessness	Early evening
Desh	Longing, bliss, romance	Monsoon season
Bharavi	Melancholy, sadness, tenderness	Morning
Malkauns	Seriousness, meditation, contemplation	Midnight
Todi	Fear, devotion, intensity, longing	Early morning
Ahir Bhairavi	Inner peace, spiritual depth, mystery	Early morning
Bilahari	Cheerfulness, positivity, energy, playfulness	Morning
Bihag	Joy, hope, excitement, uplifting	Evening

Incorporating Seasonal Variations in Mental Wellbeing

There is research-based evidence that stress levels and mood fluctuate with seasonal changes, which significantly impacts mental-health. A study conducted by Sherri Melrose (2015), “A Seasonal Affective Disorder: An overview of Assessment and Treatment approaches”, highlights how S**easonal Affective Disorder (SAD)** is a recurring condition of depression that occurs during the Fall and Winter months due to the reduced daylight exposure. This can be a recurrent severe condition that follows the seasonal pattern.

There exists a milder recurrent depressive disorder, **Subsyndromal Seasonal Affective Disorder (S-SAD)** or "winter blues”, which can affect significant amount of the population

Meeting Report

Discussion with Dr. Samidha Vedabala- Effects of Indian Classical Music on improving mental wellbeing.

Introduction

Dr. Samidha Vedabala is a researcher and academic affiliated with Sikkim University, specializing in music therapy, ragas, and their impact on mental health. She has authored multiple publications exploring the therapeutic potential of Indian classical music.

On March 9, 2025, we had the opportunity to speak with Dr. Samidha Vedabala, co-author of the research paper "Indian Classical Music, Raaga as Music Therapy: Scope and Opportunities." Our discussion focused on the scientific backing of Indian classical music as a therapeutic tool, its applications in mental well-being, and how these insights align with our business vision.

Key points discussed

Our discussion delved deep into the various aspects of Indian Classical Music and its potential to enhance mental well-being. We explored the intricate structure of ragas, how each carefully composed to evoke specific emotions.

Dr. Vedabala explained that Ragas can evoke emotions in any listener, whether they are trained Indian classical musicians or individuals with no prior exposure to the genre. She emphasized that the emotional impact of ragas transcends cultural and ethnic backgrounds, suggesting that even those unfamiliar with Indian classical music can experience its therapeutic benefits.

She also shared her perspective on the time theory of Indian classical music, expressing lack of research about the notion that certain ragas should be performed only at specific times of the day to achieve their intended effects. Instead, she believes the impact of Ragas is universal and not bound by time constraints.

Additionally, she highlighted the **true abstract nature** of Indian classical music, emphasizing how the music and lyrics are completely disconnected. This nature of the music allows the listener to fully immerse themselves in the musical experience. This, she believes, is what enhances the therapeutic potential as there is very low cognitive effort involved (no need to listen to lyrics and decode the meaning)

Discussions on ongoing research

Samidha also shared details about an ongoing study in collaboration with doctors at AIIMS Hospital Delhi and Chennai, focusing on the effects of Indian Classical Music on postpartum mothers. She briefly walked us through the experiment, where new mothers experiencing postpartum challenges have their vitals and brain activity recorded using EEG before and after listening to specific ragas like Yaman, Bhairav, and Kanada, known for their ability to reduce anxiety and stress.

She mentioned that although the trial is still in progress, early findings look promising, and the team is hopeful that the results will further validate the therapeutic benefits of Indian classical music in mental health care.

Analytical Study -Delivery of Contents

Our research shows some really exciting results - both the live ANTARA event and digital ICM sessions worked wonders for stress relief. The **live event**, held at Hyde Park Book Club, achieved a **70% stress reduction** among attendees, with 92% expressing interest in future events - highlighting its success in creating a relaxing, socially engaging experience through Indian Classical Music (ICM). Similarly, the digital ICM study, involving 31 participants, showed a 71% stress reduction, with an average drop of 2.3 points on the stress scale, proving that **pre-recorded content can also deliver measurable emotional benefits**. While live performances had a stronger impact, likely due to immersive energy, both methods effectively aligned with participants' stress-relief preferences, particularly among high-stress demographics like students and professionals. These findings underscore ICM's versatility as a therapeutic medium, whether experienced in person or digitally, and reinforce ANTARA's potential for scalable wellness interventions.

Survey Analysis Report – ANTARA: Live Event

Introduction

This report presents an analysis of the data collected from one of the shows in the ANTARA series. We organised the event entirely from scratch-handling everything from artist curation and venue booking to marketing and management. Key highlights:

Event Details	Information
Location	Hyde Park Book Club, Leeds
Date	March 8, 2025
Venue Ticketing Capacity	40 tickets
Venue Cost	£60
Tickets Sold	38 tickets
Total Attendees	46 (including performers & staff)
Performers	3
Coordinator	1
Volunteers	4
Ticket Price	£3.49
Marketing Cost	£0
Marketing Method	Social media reach of performers, coordinators, volunteers, and the venue

As this was our first independent event, the aim was to assess acceptance and streamline structure and also create a welcoming atmosphere. Therefore, the tickets were significantly underpriced. This was also pointed out by a few attendees, stating the quality of the event was "too high" for the ticket price. Even then event generated a profit of ≈10%.

Item	Amount (£)
Venue Cost	60.00
Misc. Expenses	15.00
Logistics Cost	15.00
Ticket Platform Fee	31.06
Total Expenses	**121.06**
Total Revenue	**132.62**
Profit	**11.56**
Profit Percentage	**9.55%**

Methodology

The whole event lasted for almost 2 hours and after the event, we collected a subjective analysis from the audience. We managed to obtain 25 responses from the survey. The results obtained after analysing the data was truly insightful. The aim of this survey was to assess the demographics, stress levels, social engagement, event impact, and participant feedback to understand the effectiveness of our delivery and acceptance of Indian Classical Music as a mental well-being tool.

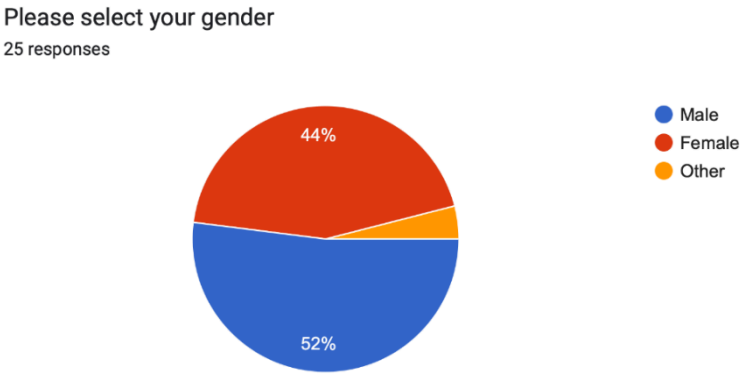
The survey mainly focussed on these key areas:

1. **Demographics** – Understanding the age, gender and occupational background of the participants.
2. **Stress Levels** - Measuring stress levels before and after the event.
3. **Social Interaction Levels** – Understanding the comfort and interaction levels of the participants.
4. **Effectiveness** of Indian Classical Music as an aid for music therapy - Evaluating how efficient the selected ragas and meditative music contributed to stress reduction.
5. **Participant Feedback** - Collecting qualitative responses on personal experiences from the participants and their key takeaways.

Data collected from the survey was analysed using both qualitative and quantitative methods, to assess the overall impact of Indian Classical Music on mental well-being.

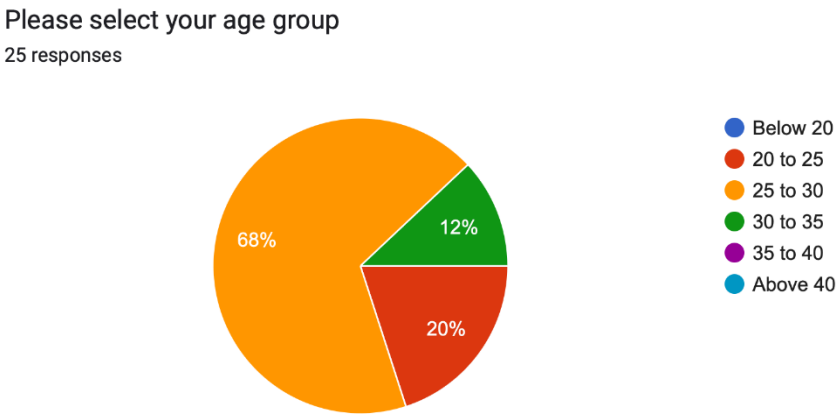
Demographics

1. **Gender Distribution**



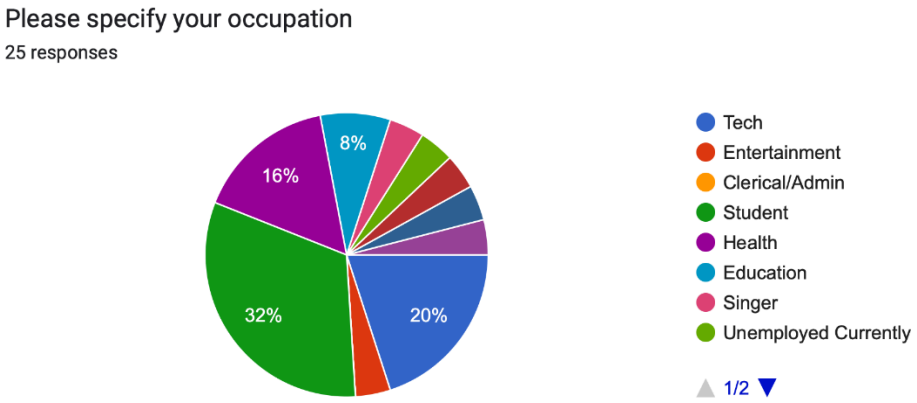
The event nearly had near- equal participation of both male and female genders, with 52% male, 44% female and 4% other gender category.

2. **Age Group Distribution**



Majority of attendees (over 65%) were between 25-30 years old, suggesting this age group experiences significant stress and is actively seeking wellness solutions.

3. **Occupational Background**

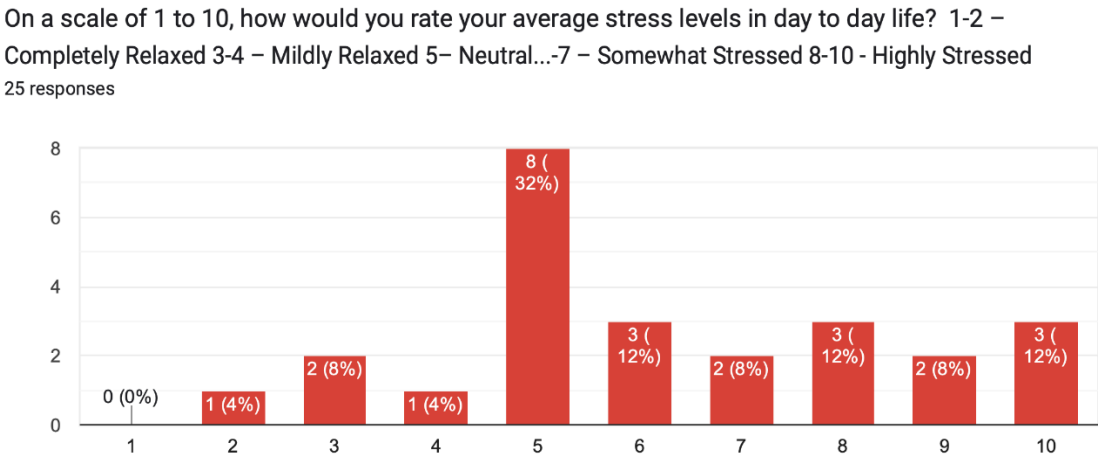


Students and professionals formed a major part of the audience, reinforcing the event's relevance to individuals in high-stress environments.

Analysing the Demographics of the data collected, the majority of attendees were young adults (25-30 years) and included a mix of students and professionals in high-stress fields such as tech and healthcare, making them a relevant audience for stress-relief interventions.

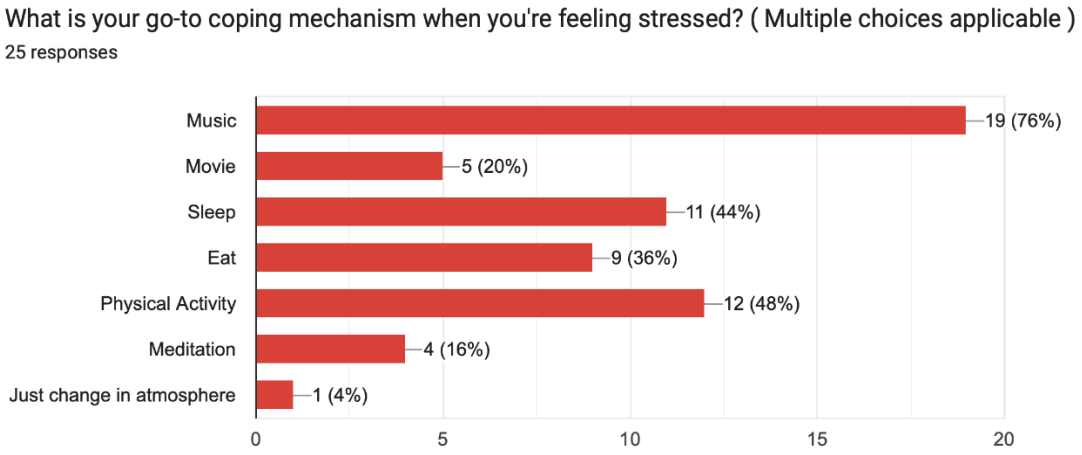
Stress levels and coping mechanism

4. **Pre-Event Stress Levels**



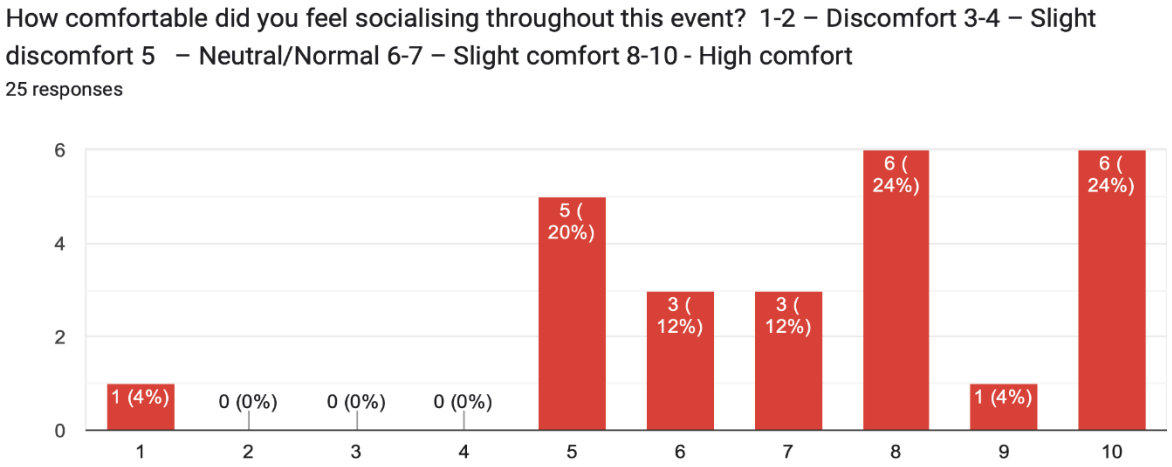
Over 50% of participants reported moderate to high stress levels before attending the event, highlighting the need and relevance of effective stress-relief strategies like music therapy sessions and events like ANTARA.

5. *Coping Mechanisms Used*



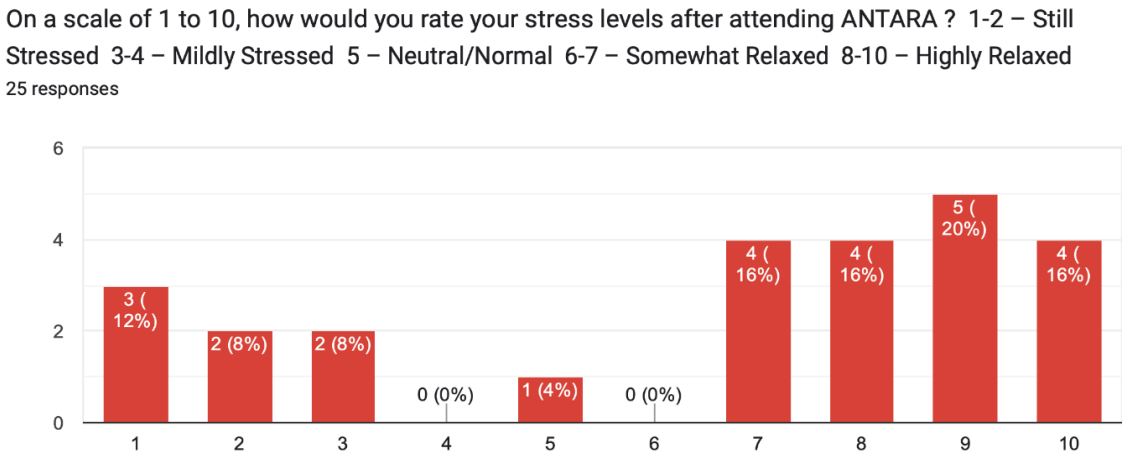
Music was chosen as the top coping mechanism. Hence ANTARA's focus on music therapy aligns with the natural stress-relief habits of the audience. We believe this finding is the most crucial and beneficial bit of this survey.

Social Engagement & Comfort levels



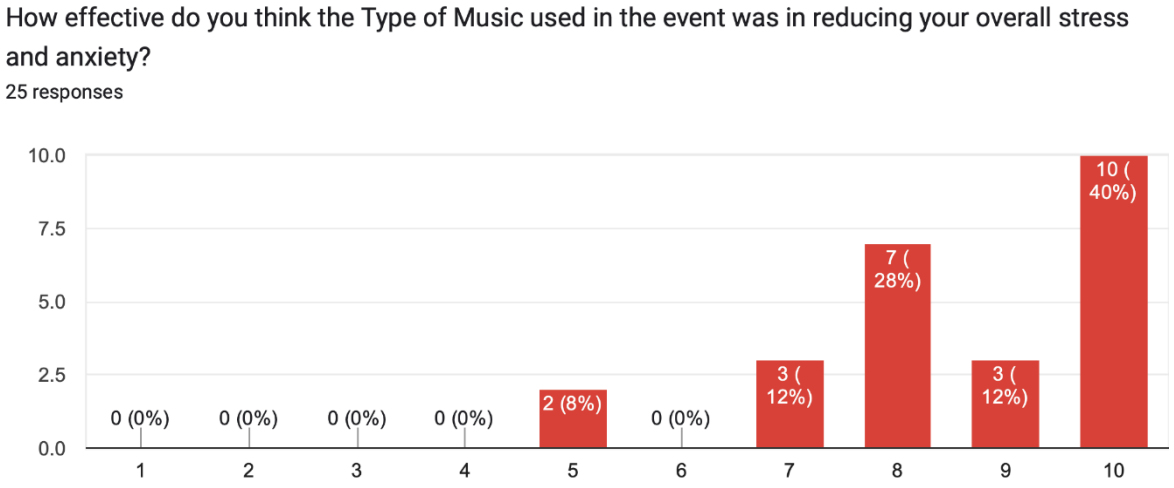
The whole aim of the event was to make the audience relax and comfortable. The event successfully fostered a comfortable and engaging environment, helping attendees socialise and connect through music.

Stress Levels After Attending the Event



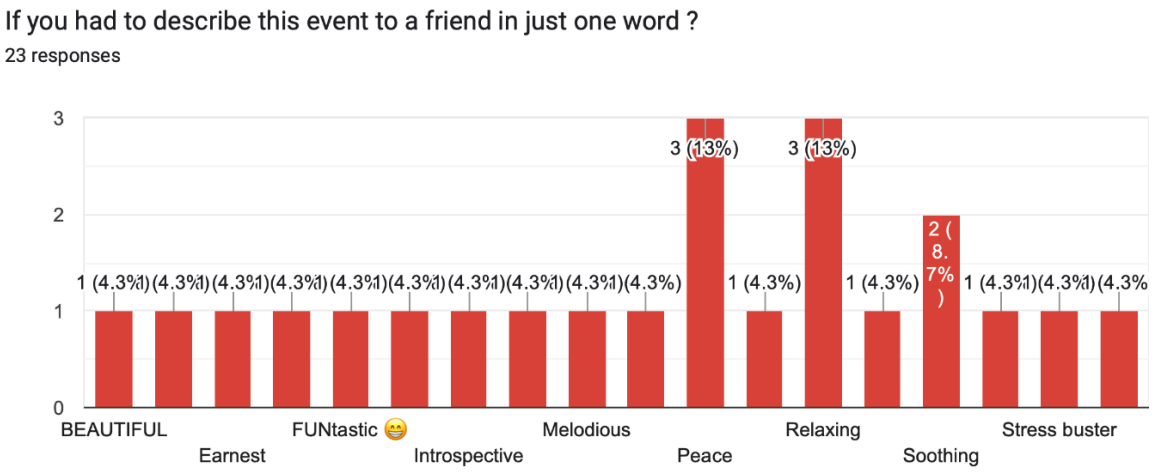
There was a significant reduction in stress levels, with over 70% of participants feeling highly relaxed post-event, confirming the effectiveness of music in stress reduction. This data is vital and a proving factor that the whole concept of our business plan is on point and practically viable.

Effectiveness of Indian Classical Music content delivered during the session, in Reducing Stress



A 100% positive response rate, with the majority rating that ICM was highly effective in reducing stress. This survey presents highly positive results, showcasing key insights and impactful data.

One-word description of ANTARA



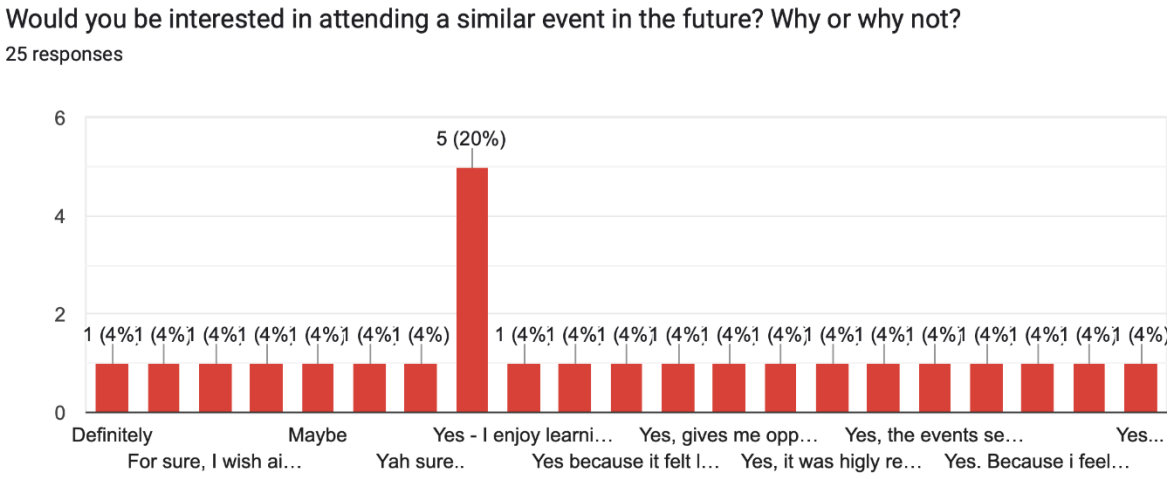
The participants were asked to describe the whole event in one word. The most commonly used descriptors were identified and categorised into 3 themes:

a) Relaxation & Calmness (**66%**)
   - "**Soothing, Relaxing, Peace, Strss Buster, Reflective, Mind-Calming**" - All these words strongly reflect evidence that Indian Classical Music successfully induced relaxation and stress relief.

b) Emotional & Aesthetic Enjoyment (**24%**)
   - Words like "**Beautiful, Melodious, FUNtastic, Rewarding, Enlightening**" shows deep appreciation for the type of music used and its emotional impact.

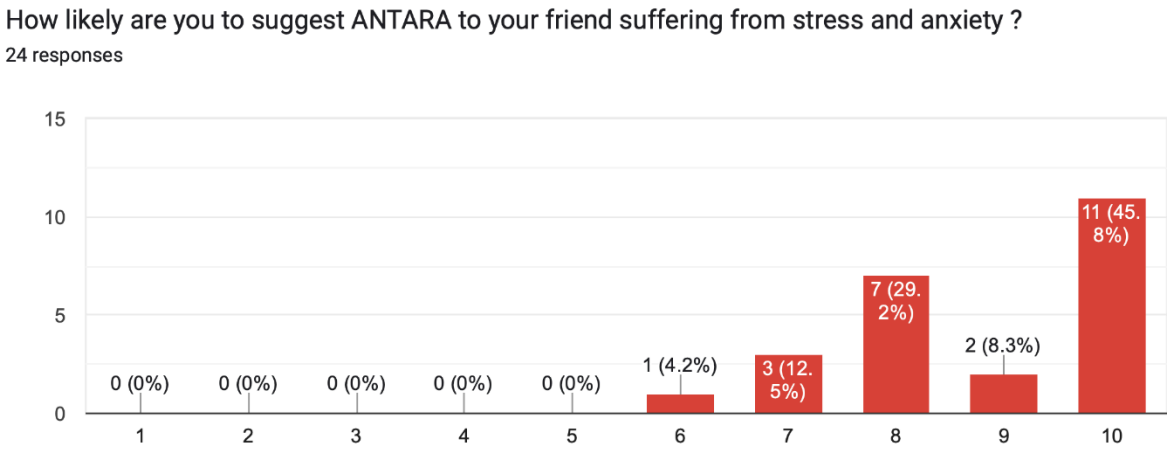
c) Mindfulness & Engagement (**10%**)
   - 10% of the participants using words like "**Introspective, Earnest, Cosy, Interesting, Nice, Massive**" suggests that the participants experienced self-reflection, immersion, and social connection.

Overall interest in attending future events.



- **92% (23 out of 25)** of participants **expressed strong interest** in attending future events.
- **8% (2 participants)** were **neutral or conditional**, citing affordability or specific event elements.
- **0% explicitly declined future attendance**

Acceptance for ANTARA



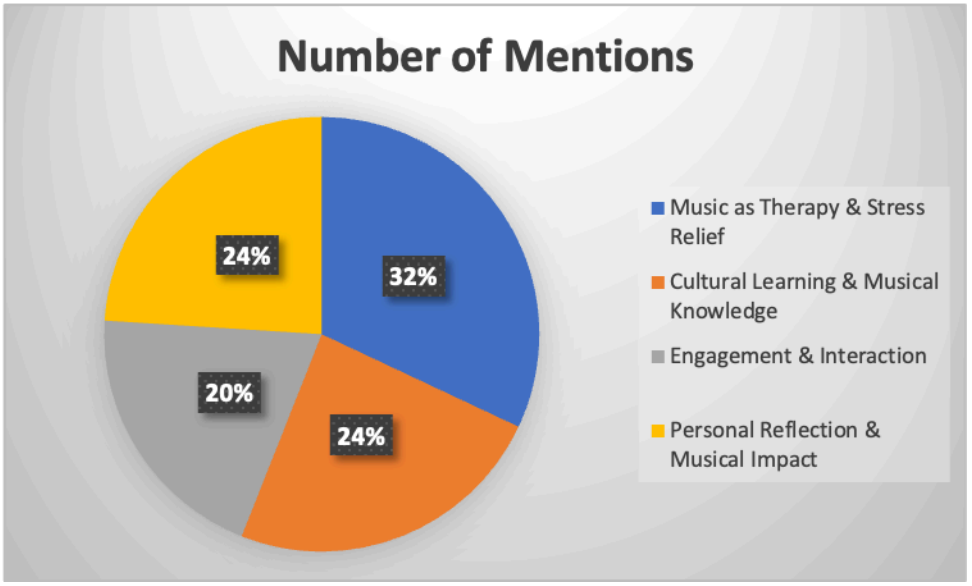
The majority of participants are highly likely to recommend ANTARA. While most responses are positive, a small number rated it lower, indicating potential areas for improvement.

Qualitative analysis

As part of the last part of the survey, responses were collected from the participants on the question: **"What was your biggest takeaway or highlight from the event?"**

All the responses were analysed, and a qualitative thematic analysis was conducted on the data. All the commonly used words/themes were identified, and the responses were categorised into the following:

Key Theme	Number of Mentions
Music as Therapy & Stress Relief	8
Cultural Learning & Musical Knowledge	6
Social Interaction	5
Personal Reflection & Musical Influence	6



(Created by Author)

The analysis shows that the event was successful in blending music, cultural education, and engagement, creating a positive and enriching experience for everyone who attended. The most highlighted takeaways were the **therapeutic power** of music, how **relaxing** the whole session was, and the meaningful **interactions** between the audience and the event.

Analysis Report of Digital Delivery of ICM Content and its effectiveness

Introduction

This study delivers an in-depth analysis of the survey conducted on 31 participants to assess the effectiveness of delivering ICM (Indian Classical Music) content through a digital medium.

The study aimed to compare survey data from the live event ANTARA with responses to pre-recorded content delivered through digital platforms, evaluating the emotional impact of ICM (Indian Classical Music) and its effectiveness in stress reduction.

Methodology

The survey collected insights from 31 participants from diverse cultural and professional backgrounds, including working professionals, artists, students, and healthcare professionals. Data was collected from participants from different spectrum of age groups, ranging from 20 to 40.

Participants were provided with three, 1-minute-long audio samples:

- **Sample 1** was based on the Raga “Yaman”. This sample was a 1 min melody composed in raga Yaman, instrumentalised on piano. Raga Yaman is linked to emotions like Love, calmness, peace and serenity.
- **Sample 2** was a one-minute composition in Raga “Natabhairavi”, featuring piano and cello. This raga is known for evoking emotions such as devotion, memory, and grief.
- **Sample 3** was a 1-minute-long live recording from the event ANTARA, a song composed in raga “Neelambari” which is linked to emotions like Spirituality, meditation and tranquillity.

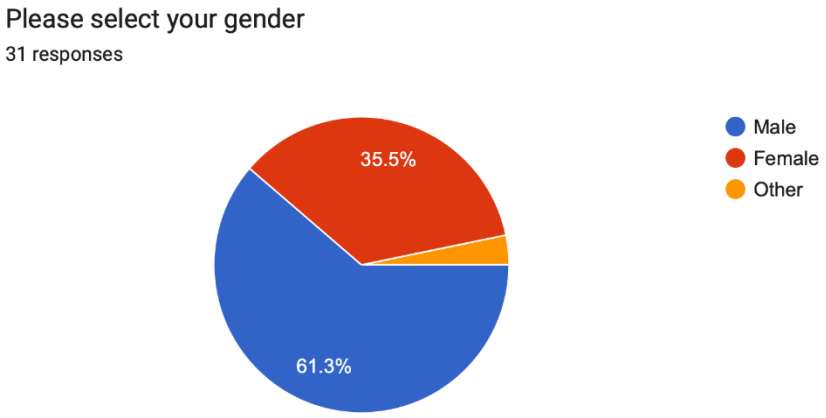
Before initiating the listening test, they were given a simple guide to help them get the most out of the experience. They were encouraged to find a quiet, distraction-free space and really focus on the music.

After listening, they were asked to fill out a questionnaire to share how they felt emotionally and how their stress levels changed before and after the session.

Survey Analysis

Demographics

Gender Distribution

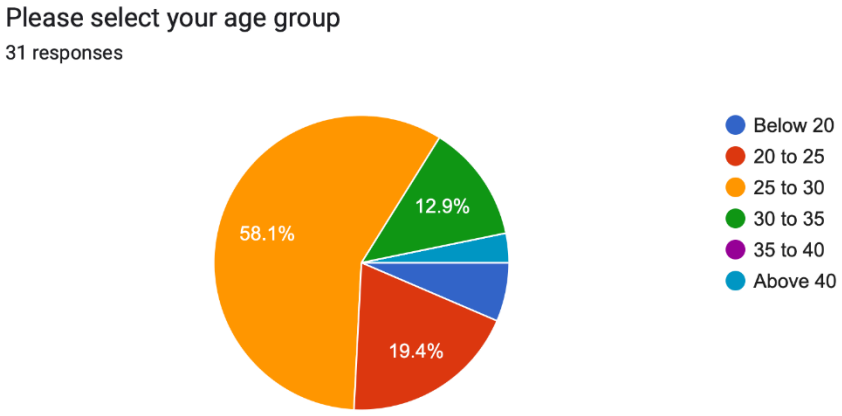


31 participants took part in the listening test, of which:

- 58% were male (18 participants)
- 39% were women (12 participants)
- 3% belonged to other gender categories (1 participant)

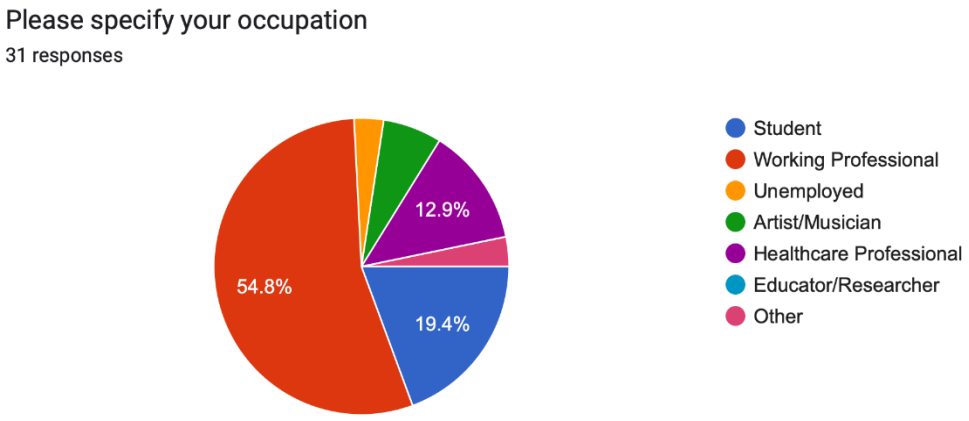
Based on this survey Indian Classical Music had significant positive impact on all genders of participants. 80% of male participants reported significant stress reduction, with emotions like calmness and happiness. 75% of female participants also experienced stress relief.

Age Distribution



From the survey data, it's clear that the 25 to 30 age group stands out, making up 56.25% of the responses. This age group not only has the largest representation but is also likely facing the most stress.

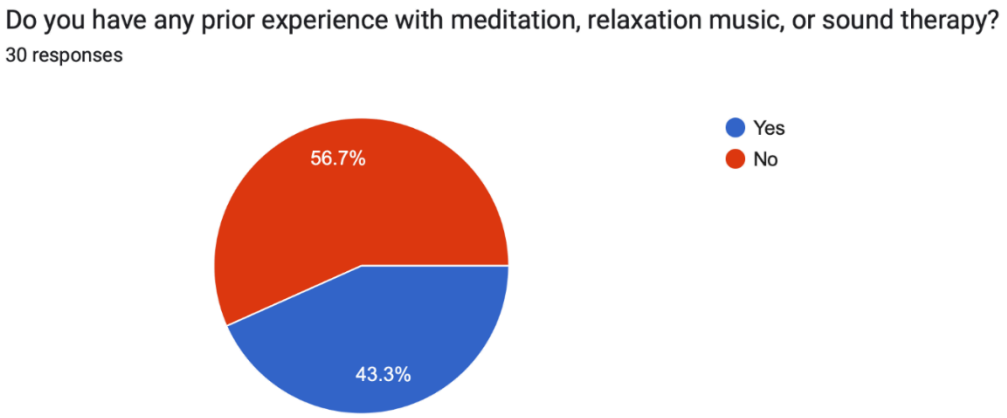
Occupational Distribution



The survey data shows that Working Professionals form the majority at **54.8%** (17 out of 31), followed by Students **(19.4%)** and Healthcare Professionals **(12.9%)**. Smaller groups include Artists/Musicians **(6.4%)**, Unemployed **(3.2%)**, and Other **(3.2%)**.

Based on the data **Students** benefited the most, with an average stress reduction of **57.14%** also 28.41% stress reduction was observed on working professionals as well.

Prior Experience with Meditation and sound therapy

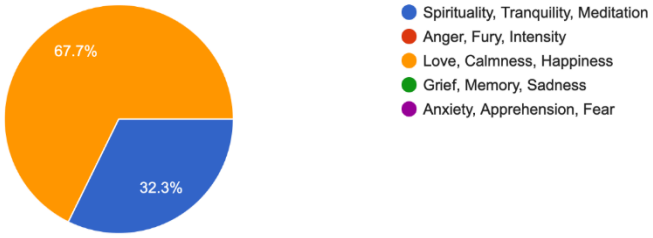


- 56.7% of the participants were new to music therapy, indicating its potential to attract first time users.

Emotional Association with Audio Samples

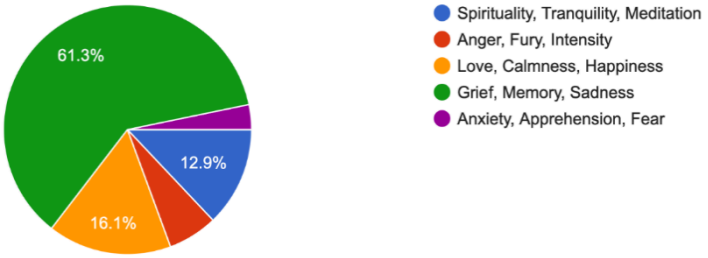
Please select the Emotion you feel is associated to Sample 1

31 responses



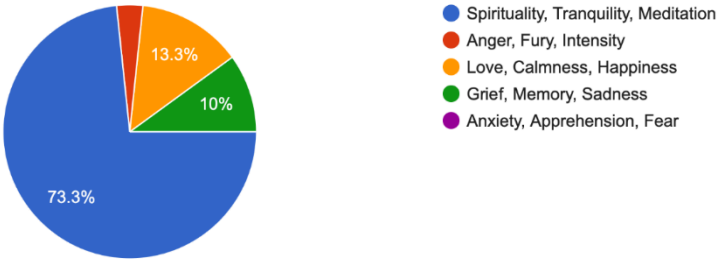
Please select the Emotion you feel is associated to Sample 2

31 responses



Please select the Emotion you feel is associated to Sample 3

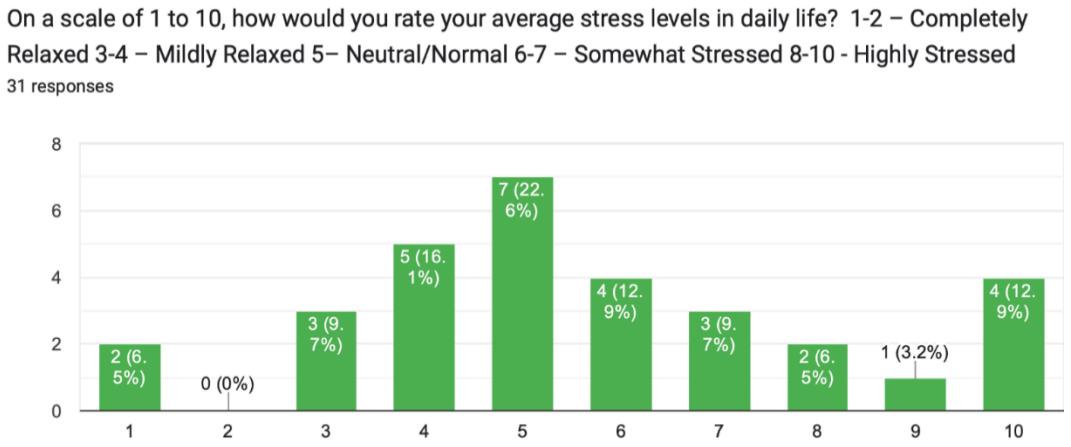
30 responses



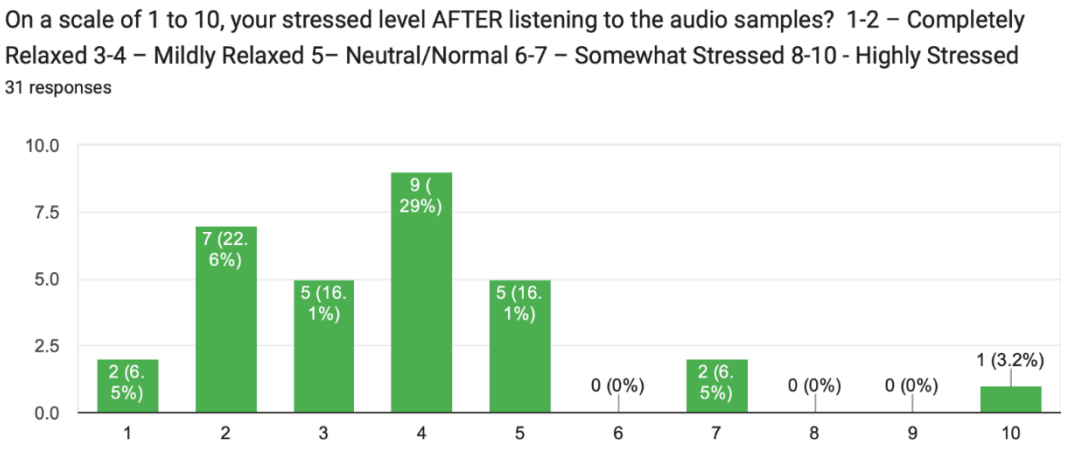
Sample	Top Emotion	Accuracy	Misattribution
Sample 1 (Yaman)	Love/Calmness (65%)	High	23% Spirituality
Sample 2 (Natabhairavi)	Grief/Sadness (74%)	High	13% Anger
Sample 3 (Neelambari)	Spirituality (81%)	Highest	10% Love/Calmness

Stress levels Before vs After listening

Stress levels analysed BEFORE attending the listening test



Stress levels analysed AFTER attending the listening test

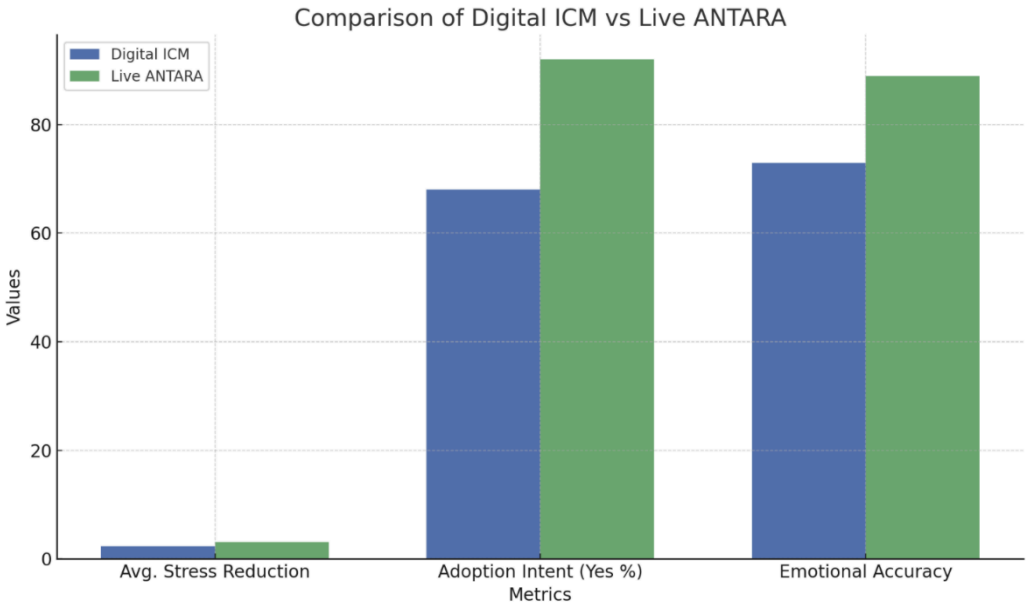


Key findings:

- 71% of the participants reported reduction in stress levels after the session.
- 23% of the participants observed no change in their stress levels after the session.

- **On an average, the contents delivered digitally, reduced stress by 2.3 points – with strongest effect for high-stress participants.**

Comparative Graph: Live vs. Digital Delivery



Live ANTARA demonstrated a higher average stress reduction (3.1 points) compared to Digital ICM (2.3 points). The immersive nature and energy of the live performance likely contributed to this more significant reduction. **This study proves that the curated contents when delivered through both live and digital platforms showed significant reduction in stress level and both can be used as efficient mode of delivery.**

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