

EPK (press kit) template

A free electronic press kit template for independent artists in India, with what to include, how long each part should be, and examples, for journalists, curators, promoters and brands.

Copy this structure into a document or web page and fill it in. Keep it to one or two pages.

1. Header

- Artist name
- One-line description: "_____ is a _____ from _____ making _____."
- One strong photo
- Links: Spotify, Apple Music, YouTube, Instagram

2. Bio

Short (one paragraph, about 80 words):

Who you are, where you're from, what your music sounds like, and the one thing that makes you different. Write in the third person.

Long (about 250 words):

Your story: how you started, influences, key releases, milestones, and what you're working on now.

3. Music

- Your latest release, with a streaming link
- Your two or three best songs
- A private link to unreleased music, if you're pitching a new release

4. Video

- Your best music video or live performance
- One short live clip that shows what a show feels like

5. Highlights

Pick the five strongest, and be specific:

- Releases and streaming milestones
- Shows, festivals and venues played
- Press coverage, with links
- Playlists, collaborations, awards or grants

6. Quotes

One to three short quotes from press, other artists or promoters, with the source.

7. Photos

A link to a folder of high-resolution press photos, horizontal and vertical, with the photographer's credit.

8. Upcoming

New release dates, tours or shows, and what you're open to (bookings, collaborations, brand work).

9. Technical (for promoters)

- Line-up and number of performers
- Set length options
- A link to your technical rider and stage plot

10. Contact

- Bookings: name, email, phone
- Press: name, email
- Brands and collaborations: name, email

Checks before you send it

- Every link works and opens without a login.
- Photos are high resolution and credited.
- Numbers are current and accurate.
- Your contact details are on the first page.

Online version and more free documents: surandsauda.in/learn/epk-template/