



# ARSH

*two worlds, one voice.*

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**toronto**

hip-hop / r&b

**@arsh.to**

**arshmusic.com**

electronic press kit · 2026

## THE STORY

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arsh is a punjabi-canadian rapper and vocalist based in toronto. most punjabi artists breaking through worldwide were raised in india. arsh wasn't - he was born in punjab, rooted in the culture and fluent in the language, then raised in the gta on western hip-hop and r&b.; he carries both fully, and that blend is the edge.

his music moves between hard rap verses and melodic r&b; hooks, often in the same song. eleven tracks deep on an independent monthly cadence, he's already pushed where most toronto artists don't: *time for you*, his first bilingual english / punjabi record.

punjabi music is surging onto the global stage, and arsh is built to bridge it - a voice that connects the western and south asian worlds because he lives in both. that lane doesn't fully exist yet. he's building it.

## THE SOUND

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hip-hop and r&b.; hard verses over melodic hooks. sample-driven, melody-first production. bilingual - english and punjabi on the same records.

## IN THE LINEAGE OF

drake · tory lanez · lil baby · future · diljit dosanjh · karan aujla · ap dhillon · the weeknd

## FOR SYNC / PLACEMENT

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**moods** - late-night confidence, heartbreak with swagger, luxury romance, street ambition, cultural pride

**tempos** - mid-tempo r&b; (80-100 bpm) and harder hip-hop (130-150 bpm)

**instrumentals** available on request

**all tracks independently owned** - no label clearance, fast sync turnaround

**licensing** - [arsh640official@gmail.com](mailto:arsh640official@gmail.com)

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## THE PROOF

# what i've built

### PRESS & COSIGNS

**BeatCave Toronto** - editorial features for Ice Attack and See You Tonight, with a third incoming for Time for You; coined the line that named the sound, *pain in a polished frame*.

**DJ Academics** - secondary-page feature (2026).

### ON STAGE

**QUOTED Toronto: Hometown Heroes** (may 2026) - headline set, full crowd.

**Playmore Entertainment Showcase** - 2nd place, judged by Dom Vallie (april 2026).

### RECOGNITION

**Grayson Repp** (olympics dj) picked up *Time for You* for potential set inclusion.

### FEATURED RELEASE

**TIME FOR YOU** (2026) - first bilingual single. an english r&b; hook up front, a punjabi verse through the middle, over uk drill.

### KEY TRACKS

**For Love** - most-streamed, r&b; entry point

**Ice Attack** - 2026 flagship, beatcave cosign

**See You Tonight** - late-night r&b; (prod. requena)

**Projects** - street ambition

**Essence** - confident, melodic

**Elevate** - growth anthem

11 songs released independently

### WHAT'S NEXT

**POV EP** - five songs. recorded at 334 atelier (toronto) with two-time juno-winning engineer dotdaengineer. bilingual writing, live visuals.

10,000+

spotify streams

1,250+

instagram followers

50,000+

monthly ig impressions

500+

songs written

### CONNECT

## let's build.

#### LISTEN

[open.spotify.com/artist/1lxY70B5YdujU2kgIGz68y](https://open.spotify.com/artist/1lxY70B5YdujU2kgIGz68y)

[music.apple.com/ca/artist/arsh/1807112934](https://music.apple.com/ca/artist/arsh/1807112934)

[youtube.com/@arsh\\_to](https://youtube.com/@arsh_to)

[linktr.ee/arsh.to](https://linktr.ee/arsh.to)

#### PRESS PHOTOS

[drive.google.com/drive/folders/1whXT7n1KXgPQIXPxt4IRv\\_dX7A3jvCP6](https://drive.google.com/drive/folders/1whXT7n1KXgPQIXPxt4IRv_dX7A3jvCP6)

#### PRESS & BOOKING

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#### WEBSITE

[arshmusic.com](https://arshmusic.com)

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