

Saarey Music

The world's largest streaming platform dedicated to South Asian classical music — preserving and sharing rare, archival, and exclusive recordings from a 92-year archive that cannot be found anywhere else.

AT A GLANCE

Founded	10 December 2019
Headquarters	London, United Kingdom
Founders	Faraan Irfan (CEO; 1st non-artist Pakistani to be a Recording Academy (Grammys) Member), Deven Dave, Nick Cooke
Catalog	Rare, archival & exclusive recordings
Traditions covered	South Asian, Hindustani, Pakistani classical, Indian classical, Carnatic
Archive depth	92+ years (recordings from 1934 to present)
Pakistani classical	~90% rights coverage
Platforms	iOS, Android, Web
Installs	500,000+ on Google Play
User rating	4.7★ average from 4,000+ Google Play ratings
Wikidata	Q138457894
Press contact	press@saareymusic.com

WHAT MAKES SAAREY DIFFERENT

Unlike general-purpose music platforms, Saarey is purpose-built for South Asian classical music. Listeners can browse by raag, gharana, time of day, or instrument. The catalog includes rare archival recordings, exclusive live mehfil and concert recordings, in audiophile-grade audio. Ad-free. Offline listening. The platform works directly with artists, estates, and archives to digitize and preserve cultural recordings that would otherwise be lost.

FOUNDERS

Faraan Irfan founded Saarey Music in 2019 to preserve and share South Asian classical music — recordings he grew up surrounded by in a family that has supported the genre since 1959. He is the 1st non-artist Pakistani to be a Recording Academy (Grammys) Member. Education: Global MBA from Columbia Business School, London Business School, and Hong Kong University Business School (with honours, 2019). Saarey was co-founded with **Deven Dave** and **Nick Cooke**.

AWARDS & RECOGNITION

- Fast Company #9 Most Innovative EMEA — 2024
- Forbes India DGEMS Global Top 200 — 2023
- Music Week Music Consumer Innovation Finalist — 2025
- Mayor of London UKSPF People's Choice Award — 2024
- UK Creative Industries Council CreaTech Ones to Watch — 2021
- Columbia Venture Competition Winner, Arts & Music — 2020

INVESTORS

- Goodwater Capital
- Innovate UK
- Chartmetric
- 21x21 VC
- Bill Silva Entertainment

INSTITUTIONAL PARTNERS

- Harvard University — Loeb Music Library
- University of Oxford — Faculty of Music
- SOAS University of London
- UNLV — University Libraries
- UT Austin — South Asian Studies

RECENT COVERAGE

- **Fast Company** — #9 Most Innovative EMEA 2024
- **Innovate UK** — From concept to global recognition
- **ProPakistani** — The streaming startup saving classical music
- **TechJuice** — Columbia Venture Competition winner
- **BAEHQ** — Founder profile, podcast interview

BOILERPLATE (75 WORDS)

Saarey Music is the world's largest streaming platform dedicated to South Asian classical music. The 92-year archive features rare recordings from legendary ustads and pandits — across Hindustani, Pakistani classical, and Carnatic traditions, including khayal, thumri, dhrupad, ghazal, and qawwali. Founded in 2019 in London, Saarey is backed by Goodwater Capital and Innovate UK, and partnered with Harvard, SOAS, UNLV, and UT Austin. Audiophile-grade audio. Ad-free. Offline listening. Available on iOS, Android, and web.