

*In the ever-evolving world of sound, where art meets technology, **AudioMagick** stands as a name synonymous with creativity, precision, and innovation. From its humble beginnings under a Bollywood legend to its global recognition today, AudioMagick continues to redefine the boundaries of sound design, dubbing, and localisation.*

*In this exclusive interview with **PALM Expo Magazine**, **Tarun Sharma** and **Rajashrie Sharma** take us through their inspiring journey, the evolution of their studios, and their vision for the future of audio storytelling.*

Rajashrie Sharma



THE SOUND BEHIND THE MAGIC: INSIDE AUDIOMAGICK'S SONIC JOURNEY

1. Can you tell us about AudioMagick's history and core team?

AudioMagick was the brainchild of the legendary Bollywood sound mixer **Shri B. N. Sharma**, an FTII alumnus credited with over **600 original movie mixes**. He laid the foundation of AudioMagick, which today stands as a name synonymous with excellence and innovation in sound.

Carrying forward this rich legacy is the second generation — **Tarun Sharma** and **Rajashrie Sharma** — who now lead the company into a new era of creativity and technology. **Tarun**, an IT engineer by qualification, combines his academic expertise with hands-on experience in sound design, overseeing the technical and operational aspects of AudioMagick. **Rajashrie**, who started as a child voice actor with over 1,000 projects to her credit, grew up in the heart of Mumbai's localisation industry. Today, she channels that experience, heading **Creatives and Marketing** at AudioMagick.

2. How do you cater to clients in multiple cities while ensuring consistency in client support?

AudioMagick operates fully owned and managed studios in Mumbai and Chennai, along with partner studios in Bengaluru, Hyderabad, Kochi, and Kolkata. With the growing demand for localisation, AudioMagick now provides dubbing and subtitling services in all Indian regional languages, as well as Hindi, English, and some international languages — all delivered with an authentic "smell of the soil" that preserves cultural essence in every project. AudioMagick is a full-fledged sound post-production studio — one of the few in India that has successfully bridged the worlds of Bollywood and the localisation industry with equal dedication, precision, and creative excellence. Its newly constructed facility stands as a thoughtfully designed space that

celebrates every craft within sound — from foley and dubbing to mixing and mastering — creating an ecosystem where technology, artistry, and innovation work in perfect harmony.

3. Can you describe AudioMagick's world-class facilities and Dolby-approved mixing theatre?

AudioMagick boasts of a state-of-the-art **Atmos** film mix stage, featuring an **Avid S6 console**, **Avid Matrix I/O**, and **JBL M2** cinema monitoring, engineered for theatrical mixing and cinematic deliverables, and also functions as a preview theatre, built to deliver an unparalleled sonic experience. The facility houses five **ADR studios**, a fully equipped foley stage, three advanced mix rooms, and a preview theatre featuring cutting-edge technology and industry-certified systems, ensuring precision, depth, and immersive quality in every project. With fully owned and operated studios in Mumbai and Chennai, and a strong network of partner studios across Bengaluru, Kolkata, Kochi, and Hyderabad, AudioMagick stands offers unmatched reach and consistency across India. At AudioMagick **The Sound People**, we believe in crafting cinematic soundscapes that transcend the ordinary, bringing emotion, clarity, and artistic integrity to every frame.

4. What are the most notable projects AudioMagick has worked on, and stand-out successes?

We cater to a diverse clientele across Bollywood, OTT platforms, theatrical dubbing, advertising, and music production. The studio recently celebrated a hat-trick of nominations at **The Hermes Awards (USA)** for localisation by the **Entertainment Globalisation Association**, for localisation projects such as **CAT**, **KOHRRA S1**, **RANA NAIDU S1** and **HAZBIN HOTEL** — a significant global

recognition.

AudioMagick's new **Foley studio** made a remarkable debut with the Bollywood film *Sunny Sanskari ki Tulsi Kumari*, collaborating with the acclaimed Karnail Singh and his team, who are now an integral part of the AudioMagick family. Projects mixed by Tarun Sharma at AudioMagick have continued to shine on the global stage, earning international recognition and critical acclaim. The Tamil film *Baram*, which won the **Gandhi UNESCO Medal**—stands as a testament to AudioMagick's artistic finesse, while *Singing Pond* was honoured as **Best Movie at the Chicago Film Festival**. Adding to these accolades, *Hou De Zara Sa Usher*, for which AudioMagick delivered complete sound, was nominated for the Oscars, marking yet another proud milestone in the studio's journey toward sonic excellence.

5. How do you maintain the high standards in Audio production and stay up-to-date with the field's latest advancements?

Audiomagick is built to world-class standards with carefully designed acoustics and organic materials. Our studios follow ANSI/ASA NC-25 standards with RT60 between 0.2 and 0.4. Every detail has been crafted for precision, positivity, and creative energy. We are **Disney Tier 1** approved and hold the coveted **TPN Gold**.

With state-of-the-art equipment and regular acoustic calibration, Tarun Sharma ensures that every recording — from the softest whisper to the loudest roar — is handled with unmatched professionalism and precision.

Audiomagick hosts a unique collection of microphones beyond the classics. We use **Neumann U87, U67, Schoeps CMC6, MKH 50, Sanken COS 11d, DPA 6061, and TLM 103**. Speciality microphones include contact microphones, hydrophone, calibration microphones, and Zoom H6 recorders. This rare collection enables us to capture sound with unmatched precision and creativity.

6. Any new technologies or software that you're currently implementing in your studio?

At AudioMagick, innovation drives excellence. **Creative Hub** is our in-house project management tool designed to simplify collaboration. **Promagick**, our proprietary mixing plugin, will accelerate QC and mixing by 60%, all while meeting strict security standards. With these innovations, we continue to redefine sound production for cinematic journeys.

7. Are there any upcoming projects or collaborations that you're excited about?

AudioMagick is expanding across India with new studios designed to meet the growing demand for localisation and post-production.

The Mumbai facility is a one-of-a-kind sound marvel, featuring everything from shotguns, lavaliers, condensers, hydro mics, preamps, to global Source Connect capabilities — all under one roof.

The newly established Chennai facility brings the best of



Team AudioMagick

South India to the forefront, blending innovation with creativity and authenticity — truly capturing “the smell of the soil.”

8. Can you share your experience working with clients like Netflix, Amazon, Warner Bros, and Disney+ Hotstar?

AudioMagick has proudly collaborated with leading clients such as **Netflix, Amazon, Warner Bros, and Disney+ Hotstar**, tailoring every project to their creative and technical standards.

Some of the most acclaimed localised titles on these platforms have come from AudioMagick, including *Kohrra (S1)*, *Rana Naidu (S1)*, *Chamkila*, *Qala*, *My Fault*, *Ara-bia Kadali*, *Encanto*, *Lilo & Stitch*, *The Fantastic Four*, *The Marvels*, *Star Wars*, and *Teen Titans Go*.

The team remains deeply grateful for these collaborations, which continue to shape global storytelling through sound.

9. How is AudioMagick overcoming the biggest challenges in film post-production and/or Content localisation?

In a competitive market, retaining clients and attracting new collaborations remains a key challenge. AudioMagick has risen

to the occasion by expanding its reach across India and offering end-to-end audio services, from Foley and background music to dubbing, subtitling, QC, and mixing. By embracing both traditional techniques and AI-driven advancements, AudioMagick continues to adapt, innovate, and excel, staying true to its belief in quality and trust.

Another challenge specific to localisation is finding and nurturing good talent. Audiomagick has its own flagship annual event - “*Awazon ka Mela*” - a series of day long workshops - which is a favourite among audience that wants to engage into or gain insights about localisation. There is also an in-dept learning model - “*Gurukul*”, which facilitates elaborate mentoring and runs round the year.

We believe in giving back to the industry that gave us so much!

10. What is the role AudioMagick plays in the film post-production studio industry?

As the industry evolves, AudioMagick remains a pioneer in localisation and sound innovation, integrating seamless operations, data security, and superior quality into every production.

In a future shaped by global storytelling and digital expansion, the need for reliable, creative, and high-quality studios will only grow.

AudioMagick continues to provide that special touch — where every project, whether an original or a localisation, receives the artistry, precision, and emotion it deserves.

From its origins in Bollywood's golden era to its cutting-edge facilities of today, AudioMagick continues to redefine what sound means to storytelling. With a legacy rooted in excellence, a vision focused on innovation, and a team driven by passion, the studio remains — quite literally — *the sound behind the magic*.

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