

Publication	The Indian Express
Date	31 <sup>st</sup> October 2011
Headline	The New rockstars

## The new rockstars

MTV Independence Rock, aka I-Rock, is back on its hunt for the ultimate rockstars from across the nation. The rock music festival will tour Bengaluru, Kolkata, New Delhi, Mumbai and Pune from November 7 to 10. Actor Imran Khan launched the call for entries. "A rocker at heart, I'm hoping to see some great new bands along with old favourites," he said. Amateur rock bands will be given a chance to compete in the grand finale through an MTS Red Energy Wild Card entry by logging on to [mtsredenergy.com](http://mtsredenergy.com). Eight bands from each zone will compete against one another for the regional winner spot. The five regional winners, along with the wild card entry band, will then battle it out at the finale to be held on November 26 in Mumbai.



Publication	DNA
Date	1 <sup>st</sup> November 2011
Headline	Time to rock

### **Time to rock**

MTV Independence Rock or I-Rock, the eminent rock music festival will be in the city on November 9 and 10. The festival, which has a 25-year history, has seen leading rock bands like Indus Creed, Brahma, Zero, Gary Lawyer, Parikrama, Zero, Scribe, Demonic Resurrection, and Agni make their debut. I-Rock gives a chance to budding rock bands to directly enter the grand finale through a wild card. Participants will have to log on to [www.mtsredenergy.com](http://www.mtsredenergy.com)

— Compiled by Priyanka Naithani

Publication	Sakal Times
Date	
Headline	

## **I-Rock to begin this November**

'MTV Independence Rock', India's biggest and oldest Rock Music Festival is back! I-Rock, as it is fondly called, starts from November 7 this year. The regional winners across New Delhi, Mumbai, Pune and Bengaluru will compete at the Grand Finale on November 26 in Mumbai.

Publication	Pune Mirror
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Headline	Rocking the horizon



# ROCKING THE HORIZON

**Pune Mirror Bureau**  
editfeedback@indiatimes.com

India's biggest and oldest rock music contest Independence Rock is back.

Also known as I-Rock, the rock music competition-fest is more than 25-years-old. This year, the regional rounds will start from November 7 in Kolkata and will come to Pune on November 9 and 10.

Application received from rock bands across all five zones will be scrutinised by the jury. Each zone will have eight bands competing against each other for a regional winner. The regional rounds will be organised in

Hard Rock Cafés across New Delhi, Mumbai, Pune and Bengaluru. All five regional winners will then compete at the grand finale on November 26 in Mumbai.

Besides, under the Red Energy initiative by MTS, band will get a shot at winning one wild card entry into the grand finale. Bands entering the competition will have to register at [www.mtsredenergy.com](http://www.mtsredenergy.com) and the band with most online influence will win the wild card. The voting for the MTS Wild Card Entry will close on November 21. The winning band will also perform live the subsequent day in Mumbai.