



“Profound, feel-good lyrical pop” is how Berklee College of Music singer-songwriter Tarra describes her personal brand of music. Hailed as Mumbai’s homegrown, indie Taylor Swift by all those who listen to her, Tarra writes thoughtful and (sometimes a little too) relatable lyrics over catchy, classic, pure pop melodies. “Easy listening” would be the best way to describe her light, breezy vocals- and yet, those vocals manage to deliver hard hitting messages of vulnerability.

Tarra’s debut December 2021 single, “This Isn’t Love” captured the attention of Universal Music India MD and CEO, Devraj Sanyal, who proceeded to share the song to his 180K+ followers on instagram. Bolstered by the instantly positive reception of her first release, Tarra released four more songs in 2022. These songs went on to gain coverage on coveted media platforms and music stations such as VH1, RadioOne, RedFM Red Indies, Indigo FM, Brown Girl Magazine and more.

Tarra loves to write about feelings - especially universal ones. She leans into emotion, and, with every song, hopes to capture a headspace and vulnerability that lets the listener into her world. Inspired by her own day-to-day experiences as well as those of her friends, she is an artist whose reflections every teenager and young adult will be able to find meaning, solace or catharsis in.

Tarra’s new material for 2023 features collaborations with producers and musicians from the US, UK, the Netherlands, Canada and more. This includes singles that will make it onto her debut album - which is currently in the pipeline.

Apart from making her own music, Tarra is passionate about connecting artists with their audiences and works on brand strategy and social media for other artists in the pop/singer-songwriter space. In her current position as a Music Industry Leadership and Innovation major at Berklee College of Music, she is the production management assistant for the Berklee Weeknd Ensemble, PR & Outreach Support Manager at the Berklee management club, and is working one-on-one with several artists to plan their releases.