



Voice Craft Studios' recording rooms are equipped with best-in-class studio gear from Solid State Logic, Genelec, Sennheiser, Rupert Neve, Behringer, Manley Labs, and more

Voice Craft Studios Opens Doors In Mumbai

Vittal S. Gurram, Owner, Voice Craft Studios, reveal the mission and vision behind the creation in a conversation with PALM Expo Magazine

*Voice Craft Studios opened its doors on 21st February 2024. But what makes the Studios significant in the Indian recording landscape? PALM Expo Magazine Team, in a conversation with **Vittal S. Gurram**, Owner, Voice Craft Studios, explores.*

Voice Craft Studios are one of the finest Studios we have in Mumbai. Located in a commercial establishment in Santacruz, Mumbai, the Studios are home to an extensive range of television commercials' dubbing in different languages.

Vittal's journey in the advertising landscape spans an impressive almost two decades, marked by establishing his own audio production venture, Vocal India. With a comprehensive suite of services that include adaptation, translation, transcription, dubbing and more in all 16 Indian languages, Vittal's enterprise has been crucial in shaping the auditory landscape of television commercials, radio spots, corporate AVs, animatics and numerous other media formats.

Having collaborated with a spectrum of esteemed agencies—from traditional stalwarts like Lowe Lintas, McCann, and Ogilvy to contemporary disruptors such as Schbang—Vittal's expertise has left an indelible mark on the industry. Moreover, his client portfolio reads like a who's who of corporate giants such as Unilever, Marico, Godrej, Tata, and various governmental initiatives, alongside a plethora of local brands.

Now, as an additional venture to his business, Vittal shares the idea and vision behind the creation of Voice Craft Studios, "Initially, when we would get an advertisement, we would hire external studios to bring our projects to fruition. But, it would be cumbersome to get bookings for various projects at our convenience. Additionally, the volume of work would be so high sometimes that we had some studios just working on our projects on a constant basis. This is when **Daman Sood** entered the picture and the idea for creating a new space for the studios."

Daman Sood is a veteran sound engineer, with his career spanning 52 years, and designer of recording studios in and around India since the last 27 years. He has designed 120 studios till date - in cities such as Mumbai, Kolkata, Tripura, Pune, Chandigarh, Delhi – and in Nepal as well. Sood was also instrumental in designing renowned singer Hariharan's first studio in 1993. The inventory for many of these Studios are supplied and installed by **The Sound Team**. Gurrām's statement reflects the experience that Daman Sood and his team brought to the table while designing Voice Craft Studios, "Daman Sood is a stalwart in building studios. We sourced the studio equipment from **Shiv Sood** from The Sound Team."

The Studios' Configuration:

Daman Sood and Voice Craft's team started building the Studios around June or July in 2023. We wanted to finish the construction in four months, but things took time, and they inaugurated the Studios in February this year.

The Studios comprise of three control rooms. Gurrām explains, "The first room is the bigger one, while others are comparatively smaller. Only the preamps change from room to room, but the equipment remains the same throughout all three rooms."

Sharing more on how the Studios were originally planned, Gurrām continues, "We first thought of building two rooms, but we made space for a third one. We are glad we did, because our workflow required the third room. Daman [Sood] was opposed to the idea, but our team here convinced him that we need to change with the changing trends and times and, so, we must have a smaller room within the Studios to accommodate the workflow. Today, we have three sound engineers working at the Studios to fulfil the demands of the workflow – Dipesh Pandit, Rahul Kamath, and Pratik Makwana."

The Challenges:

Recalling the structural challenges faced by Voice Craft's Team as well as Daman Sood



Vittal S. Gurrām, Owner, Voice Craft Studios, strike a pose with the Studios' Sound Engineers, Dipesh Pandit, Rahul Kamath, and Pratik Makwana

while putting up the Studios, Gurrām notes, "A minimum height of 16ft is required for building commercial studios, which is next to impossible to find in a city like Mumbai. But technology these days is phenomenal. We entrusted Daman Sood to handle this challenge."

Daman Sood remarked on the challenges he faced while building the Studios, "The biggest challenge was to ensure that the voice from within the recording room should not slip outside and the noise from outside should not permeate inside the recording studios. To tackle this challenge, we built a room-within-a-room with floating floors. We also used imported materials to build the walls so that sound doesn't travel outwards and external acoustics do not seep within, especially with air conditioning systems installed in every room. Another challenge was to ensure that the Studios had to have the fire safety and security measures in place so that in case of fire, people present in the Studios can quickly make an exit and stay safe. As with every other Studios, Voice Craft Studios also had its own set of challenges, but that did not deter us, and we went on as planned, completing the construction on time."

Is Voice Craft Studios Dolby-Atmos compliant? Gurrām reveals, "At this moment, our rooms are Dolby-Atmos ready. So, in the future, if our clients demand a Dolby-Atmos setup, we are prepared for that as well."

What's Next For Voice Craft Studios?

What does the future hold for Voice Craft Studios? Gurrām informs, "We are working on our online presence – expanding our visibility through our Studios' official website as well as social media channels. The aim is to become a one-stop destination for production houses that look for state-of-the-art dubbing and language localization services for TV commercials and advertisements, and with young minds working hand-in-hand with us for digital marketing activities, we are sure we will taste digital success as well."

Inventory List:

For Studio A

- Mixer - SSL Big Six Super Analogue Console
- A/D & D/A - Lynx Aurora 8 Channel A/D & D/A TB3
- Mic Preamp - Rupert Neve Channel Shelford Pre Amp x 2
- Speakers - Genelec 1237A
- Computer Monitor - 32 inch BenQ Screen
- DAW - Pro Tools Ultimate 2023.12.1
- Computer - Mac Studio Apple M2 Max 64 GB memory
- OS - Sonoma 14.0
- Headphone Amp - Behringer HA8000
- Headphones - Sennheiser HD280 Pro, AKG K 72
- Microphone - Manley Labs Reference Cardioid, AKG 414 Pair, Shure SM58, Shure SM57
- Near-Field Studio Monitors -Genelec 8330A

For Studio B

- Mixer - SSL Big Six Super Analogue Console
- A/D & D/A - Lynx Aurora 8 Channel A/D & D/A USB
- Mic Preamp - Rupert Neve Newton Channel Pre Amp x 2
- Speakers - Genelec 8350A
- Computer Monitor - 32-inch BenQ Screen
- DAW - Pro Tools Ultimate 2023.12.1
- Computer - Mac Studio Apple M2 Max 64 GB memory
- OS - Sonoma 14.0
- Headphone Amp - Behringer HA8000
- Headphones - AKG K 72
- Microphone - Manley Labs Reference Cardioid

For Studio C

- Mixer - SSL Six Super Analogue Console
- A/D & D/A - Lynx Aurora 8 Channel A/D & D/A USB
- Mic Preamp - Rupert Neve Designs Newton Channel Pre Amp
- Speakers - Genelec 8330A
- Computer Monitor - 27-inch BenQ Screen
- DAW - Pro Tools Ultimate 2023.12.1
- Computer - Mac Studio Apple M2 Max 64 GB memory
- OS - Sonoma 14.0
- Headphone Amp - Behringer HA6000
- Headphones - AKG K 72
- Microphone - Neumann TLM 102