

Kr\$na on Rap Battles, His Fandom 'Awaam', and Playing the Long Game

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Kr\$na, born Krishna Kaul, began his musical journey nearly two decades ago.

Initially, he faced numerous setbacks that tested his perseverance. For example, a major label deal he had invested hope in ultimately fell through. Consequently, he struggled to gain acceptance in the Indian rap underground.

Meanwhile, many emerging artists dismissed him, forcing Kr\$na to prove himself repeatedly.

Breakthrough Moment

Kr\$na's career trajectory changed dramatically with the release of his mixtape *Yours Truly*. Released under Nas's Mass Appeal label, the project quickly gained momentum.

Within 12 hours, it hit #1 on Apple Music charts, signaling widespread recognition. Furthermore, the mixtape amassed over a million streams on Spotify in just 24 hours.

Collaborations and Global Reach

Following his breakthrough, Kr\$na expanded his musical network through strategic collaborations.

He worked with established Indian artists like Badshah and Raftaar, gaining mainstream appeal. Meanwhile, partnerships with international artists such as Awich, Jay Park, and Tech N9ne broadened his influence. By merging different styles, Kr\$na successfully navigated between commercial appeal and underground credibility.

Fandom 'Awaam': The Power of Support

Kr\$na often credits his dedicated fanbase, affectionately called 'Awaam,' for his sustained success. Their support has been unwavering, providing encouragement during challenging times.

For example, social media campaigns and streaming milestones organized by fans boosted his releases significantly.

Balancing Creativity and Strategy

Kr\$na exemplifies how modern artists must balance creativity with strategic career moves. For instance, he ensures that his music aligns with his personal vision while appealing to global listeners. Simultaneously, he explores new marketing methods and collaborations without compromising originality.

This dual focus has allowed him to remain relevant in a rapidly evolving music scene.

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