

CHRMS

Chrms, aka Veer Kowli, unbeatably one of the youngest and most exciting acts from Mumbai, has been producing music since the age of 12. Often cited as a prodigy in the electronic scene, Chrms has amassed a massive following on digital media. His parents being creative professionals, allowed him to dabble with various art forms since a very young age¹. Many contemporary artists have inspired Veer with the likes of **Flume**, **Porter Robinson**, **Oshi** and **Mr Carmack**². On the homegrown front, Chrms enjoys producers like **Yung Raj**, **Lifafa**, **Dropped Out**, **Kreon**, **Zzz**, **Robu**³. Chrms is a producer who is not restricted to one genre and produces everything from ethereal and feel-good tracks to heavy Future Bass and Chillwave inspired bangers. His music is lush with emotive sounds varying from dense and dreamy to dance floor music.

Inspired by Flume's work, Chrms released his debut track "[With you](#)" in 2017. In 2018, his track '[Heart Rates](#)' ft **Zoya (Chill Planet**, Netherlands) garnered much attention and was reposted by American electronic duo **Chainsmokers**, leading to a spike in his reach⁴. Chrms is also involved in other visual art forms such as graphic designing and filmmaking and was a part of production behind the [music video](#) following the success of Heart Rates; he released [Loverboy EP](#) in 2019⁵.

Loverboy is a delicious, lo-fi treat borne out Kowli's real-life experiences especially circling the themes of love and relationship, making it a vibe-y-sonic gift and a cohesively packaged debut⁶. The EP brims with iconic start/stop breaks interwoven with chopped up vocals, lush synths and a significant smattering of chill vibes⁷. Loverboy opens with '[Jadu](#)'; a track Chrms made more than two years ago but held onto until the EP release. It's a scene-setter for the rest of the record, equal parts dreamy and elevating. Followed by the EP's solitary single, '[Mind](#)' with fellow singer/songwriter **Sabu**, the rising talent puts his collaborative strength on display. The album progresses with '[??](#)', assisted by **Jordan Johnson** on guitars, whose blues-inspired take on slow-paced electronica messes with the formula to reap a fruitful reward⁸. As we reach the halfway mark, Veer goes on to double down on the solidity of his impressive work with '[Bone Soda](#)' alongside Rae, which brings together a stuttery, yet smoothed-out-production effort from Chrms. Highlighted by the Mumbai-based artist's substantial contribution to the track, which sees him effortlessly rap his way through on his throbbing hyperactive piece, '[What I Want](#)' arrives with the young producer's nuanced style of delivering emotions finding the spotlight⁹. The EP's titular piece, '[Lover Boy](#)', takes over the penultimate spot which not only seems to remind us of his Flume-inspired sound. The EP is finely summed up by '[Blue \(Outro\)](#)', which brings the proceedings of 'Lover Boy' to an overwhelming close.

As a DJ Chrms has toured in major clubs all over India. He has played in major festivals like **Bass Camp Festival 2019**, **Terminal 1 2020** and **VH1 Supersonic**, to name a few.

Social Media and Digital Platforms



¹ **Rolling Stone India**. "Meet 16-year-old Chrms, who makes his live debut this week." <https://rollingstoneindia.com/meet-16-year-old-producer-chrms-veer-kowli/>

² **Elle**. "Meet Chrms, the 17-year-old proving to be Indian electronica's most promising new talent." <https://elle.in/article/star-boy-at-17-veer-kowli-aka-chrms/>

³ **A Humming Heart**. "Chrms talks socks, Flume and what it takes to be original." <https://ahummingheart.com/features/interviews/chrms-talks-socks-flume-what-takes-original/>

⁴ **Festival Sherpa**. "Meet the 16-year-old producer that has got attention of the Chainsmokers!" <https://www.festivalsherpa.com/meet-16-year-old-producer-got-attention-chainsmokers/>

⁵ **Red Bull**. "Chrms on his debut EP Lover Boy". <https://www.redbull.com/in-en/chrms-lover-boy-ep>

⁶ **Loudest**. "Chrms' EP Lover Boy set to release in June". <https://loudest.in/2019/05/29/chrms-ep-loverboy-set-release-june-10/>

⁷ **A Humming Heart**. "Chrms talks socks, Flume and what it takes to be original." <https://ahummingheart.com/features/interviews/chrms-talks-socks-flume-what-takes-original/>

⁸ **The Wild City**. "Chrms drops debut EP 'Lover Boy' ahead of India Tour." <http://www.thewildcity.com/news/13433-chrms-drops-debut-ep-lover-boy-ahead-of-india-tour>

⁹ **The Indian Music Diaries**. "Chrms' Lover Boy, debut EP set to release on June 10th." <http://theindianmusicdiaries.com/chrms-lover-boy-debut-ep-set-to-release-on-10th-june/>