









# #GappuMeansQuality



#### Our Brand

Voila! We've come to you to get your passion for music a percussive treatment with our wide range of percussion instruments. Cajon, Wooden Shaker, Wooden Bongo, Foot Tambourine, Cajon Drum, Octa Snare Cajon, Tilt Cajon, Travel Cajon, Small Cajon and Impulse Cajon are our prime creations to feed your soul. The proficient craftsmen devise them with care and compassion in our workshop while making productivity and longevity the priorities. All our instruments produce quality sound with unparalleled excellence. We maintain a standard of ½ inch or 12mm thick multi-ply hardwood plywood which is more resilient than 5 ply cabinet grade plywood. Gappu Cajon recommended by many renowned percussionists in India, wants to help the seed of music grow into a tree of solace within you. We ensure worldclass standard among the other leading brands. Gappu Cajon is reaching you with a wholesome array of cajon instruments in Kolkata and all over India, for we know music beats in your heart and pumps life in you.



#### Our Mission

We aim to promote the richness of cajon across the state and the country as well, making Gappu Cajon as the first choice of percussionists in India.



#### Our Vision

We want to enthuse the practice of cajon's magic of rhythm to show how versatile and effective it can be along with the huge range of other percussions for it is still an underrated musical instrument in India.



#### Cajon History

The origin of cajon traces back to the shipping ports of Peru, Cuba and other Caribbean nations which were known to be Spanish colonies. There are no definitive sources that substantiate the exact first-ever invention of cajon. Researchers generally point to its relation with Central and West Africa as the African slaves repurposed cod crates, boxes of harvested fruits, candle crates by flipping them over and playing them as drums. The similar activities were also seen in tea plantations of Peru where the African workers used tea chests or boxes as drums. These sporadically collective effort to look out for replacements of their own musical drums that they had left behind in their homeland dated back to 18th century while there was strict colonial restriction on playing musical instruments or owning one across the region. It is also thought to be an expression of subversion by the slaves against the colonial oppression. Cajon is a Spanish word for 'box' or 'drawer'. Later in 20<sup>th</sup> century, cajon was introduced on international platform by the hands of Flamenco guitar maestro Paco de Lucia. It has gained worldwide popularity afterwards and become an integral part of the arsenal of Spanish music. The growing fondness for the instrument has enabled manufacturers to mass produce and supply across the globe.

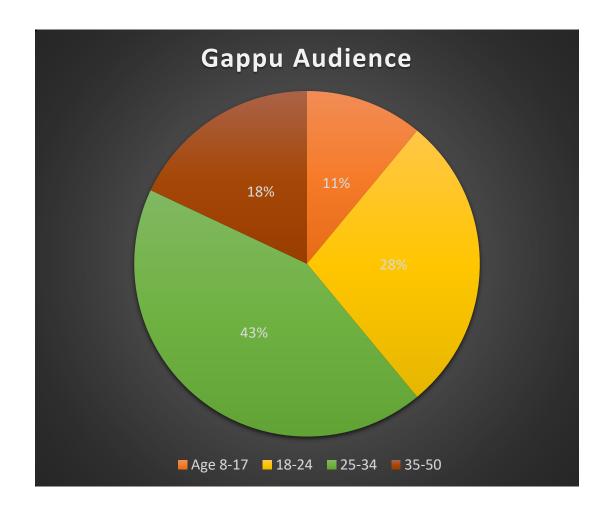
Cajon has become an emblem for Afro-Peruvian music and their rich cultures. Gappu Cajon encourages the passion for drum and creating rhythms from its variants through experiments and modifications with the rich resonance of cajon.



## Gappu Cajon Audience Demographic

#### Age Group

- 8 15 years Travel Cajon, Small Shaker (Gift)
- 16 24 years Amateur, Black Diamond, Small Cajon, A01, Graphics & Impulse Cajon
- 3. 25 34 years B02, Bongo, Tilt Cajon, Octa Snare
- 4. 8 50 years Rain Stick, Tambourine





# Gappu Cajon Audience Behaviour

- >Amature,
- > Percussionist,
- ➤ Band Drummer,
- ➤ Tabla Badak,
- ➤ Guitarist,
- >Rhythm Lover,

- ➤ Beat Boxer,
- ➤Student,
- ➤ College Going Student,
- ➤ Mid Salary Job



## Gappu Cajon Audience Want

- Quality
- > Brand
- Guarantee
- Warranty
- > Experience



#### **Competitors Comparison**

Topic	Gappu Cajon	Pearl/LP/Meinl	Other Indian Brand
Soft Playing	Yes	Yes	No
Corner Rounded	Yes	No	No
Attached Sitting Pad	Yes	No	No
12 mm shell	Yes	No	No
Warranty	5 Years	1 year	No warranty

#### Gappu Graphics Cajon

Here is the new collection of cajon of Gappu. These cajons come with some amazing designs of Indian percussion instruments imprinted on the front to represent the rich musical culture of India.

#### Indian Percussion Series





#### Damroo Cajon

Damroo is a very common percussion instrument throughout the Indian subcontinent. This small two-headed drum, used in Hinduism and Tibetan Buddhism. What makes this instrument significant is the religious aspect of its origin. Damroo is associated with Lord Shiva in Hinduism. It is believed to be created by Shiva to produce spiritual sounds and the beating of the Damroo by Shiva produced the very first sound (nada). This first sound was made in the void of nothingness. Shiva began his dance of creation to the rhythm of the Damroo. From his dance, the world came into being. The shape of the Damroo also symbolizes the creation of the world. The top portion of the Damroo symbolizes the male creativity of procreation (the Lingam), and the downward representation symbolizes the female creativity of procreation (the Yoni). Symbolically, the creation of the world begins when the lingam and yoni meet at the mid-point of the Damroo, and the destruction takes place when both separate from each other. In the Tibetan Buddhist tradition, the damaroo is part of a collection of sacred implements. This musical instrument was adopted from the tantric practices of ancient India. These reached the Himalayas from the 8th to 12th century, persisting in Tibet as the practice of Vajrayana flourished there, even as it vanished in the subcontinent of India.



₹6000/-



### **Dhol Cajon**

Dhol is one of the oldest had percussion instruments that have been in existence since the 14th century. The origin of this instrument can be traced back even further, to Indus Valley Civilization. This barrel-shaped, sometimes cylindrical instrument with skin on both sides, has one side to provide a high pitch and another side for a lower pitch. This percussion instrument is popular in Indian folk music, sometimes played with the help of sticks. Images of dhol players appear to be present in the various rock carvings on Indian temple walls from the earliest times. Dhol is depicted as one of the chief percussion instruments for ancient Indian music in the earliest ancient Indian sculptural arts. Dhol, being such an old percussion instrument, blended into various cultures of different regions in India. It is most widely used in various forms in many states like West Bengal, Orissa, Assam, Punjab, Karnataka, Rajasthan, and many more.



₹6000/-



#### Dholak Cajon

The Dholak is one of the most widely utilized drums in the folk music of north India. This percussion instrument is a double-headed drum with the bass head on one side & the treble head on the other. Basically, it is a smaller version of dhol. The dholak is believed to be derived from the indigenous medieval North Indian pataha drum. By the Mughal period, it was a prominent professional and court-music drum in addition to its use as a domestic drum played frequently by women. It features prominently in a wide range of folk devotional and theatre music genres, mostly used in qawwali, kirtan, lavani, and bhangra.



₹6000/-



## Ghatam Cajon

The literal meaning of the Sanskrit word Ghatam is pot. The ghatam is one of the most ancient percussion instruments of South India. Ramayana was written by Valmiki also has a mention of music produced from Ghatam in its tenth Chapter. In addition, the 'Krishna Ganam' holds a reference to the instrument Ghatam, where Lord Krishna plays the flute and an accomplice plays a pot. It is a clay pot with a narrow mouth. From the mouth, it slants outwards to form a ridge. Made mainly of clay backed with brass or copper filings with a small number of iron filings, the pitch of the ghatam varies according to its size. Ghatams are mostly manufactured in Manamadurai, a place near Madurai in Tamil Nadu. Though this instrument is manufactured in other places like Chennai and Bangalore, too, Manamadurai ghatams have special tonal quality. It is believed that the mud is of special quality. The Manamadurai ghatam is a heavy, thick pot with tiny shards of brass mixed into the clay. This type of ghatam is harder to play but produces a sharp metallic ringing sound which is favored by some players. This percussion instrument is used in the Carnatic music of South India. Its variants played in Punjab, Rajasthan, and Kashmir as well.



₹6000/-



### Khol Cajon

The most widely used percussion instrument in eastern India is the khol. It is also called mridang because it is made of clay or in Sanskrit "mrit" which means mud. The instrument is closely associated with Vaishnavite music of Bengal and Assam. It originates from the Indian state of West Bengal from elite class-caste groups who brought it to the culture of Assam and Manipur with the spread of the Vaishnavite sect. This instrument consists of two faces of varying sizes, is regarded as resembling the ancient gopuchha shape of drums, as described in Natya Shastra. The right face of the drum has a high pitch and produces a metallic sound, whereas the left face, produces a lower bass sound. It is a very popular instrument used in kirtan and bhajan of Bengal but also found throughout the northeast.



₹6000/-



### Madal Cajon

Madal is a percussion instrument made of clay and leather. This instrument was found in Orissa and is widely used for tribal community dances, especially in eastern India. The Madal, however, comes in different designs. The Madal Tribal instrument is the original instrument that was made by the Indian tribes. It is usually provided with a special white Gab paste over the whole surface of the big bass side. Though the madal instrument is known as a Nepalese instrument but in India, it is the most used instrument among the tribes of the east. It is widely spread in the states of eastern India and northeastern India, especially in the states of West Bengal, Assam, Manipur, Mizoram, Nagaland, Tripura and so on.

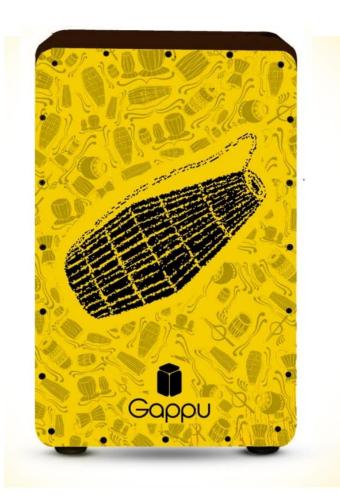


₹6000/-



## Mridangam Cajon

The mridangam is a percussion instrument of ancient origin. It is the primary rhythmic accompaniment instrument in the Carnatic music ensemble. The origin of mridangam goes back to Indian mythologies. In ancient Hindu sculpture, painting, and mythology, the mridangam is often depicted as the instrument of choice for a number of deities including Lord Ganesha (the remover of obstacles) and Lord Nandi (the Bull God). It is said that Lord Nandi was the escort of Lord Shiva was a master percussionist and used to play the mridangam during the performance of the "Taandav" dance by Lord Shiva. Another myth adds that the mridangam apparently was created because an instrument was needed that could recreate the sound of Indra (the Hindu counterpart of Zeus king of Gods) as he moved through the heavens on his elephant Airavata. That is why mridangam is called the 'Deva Vaadyam' or the instrument of the Lords.



₹6000/-



## Morsing Cajon

Morsing or murchang is an instrument with a history of 1500 years, its exact origin in India is not well documented. It is said that this instrument is prevalent since Ramayana Period where this instrument is referred to as "Dhantha Vadhyam". It is similar to the Jew's harp, mainly used in Rajasthan, in the Carnatic music of South India, Rajasthan, and in parts of Assam. In Rajasthan, it is called morchang and is used as a percussion instrument in folk music. It is commonly played in south Indian performances along with the ghatam and the mridangam. It is also sometimes used while playing Rabindrasangeet in West Bengal.



₹6000/-



#### Tabla Cajon

A tabla is a pair of two-hand drums from the Indian subcontinent. Since the 18th century, tabla has been the principal percussion instrument in Hindustani classical music, where it may be played solo, as an accompaniment with other instruments and vocals, and as a part of larger ensembles. The origin of this instrument is still unclear and has many historic twists but one of the most believed researches suggests that the tabla were invented in the first half of the 18th century (about 1738) a drummer named Amir Khusru, who was instructed to develop a more subtle and melodic percussion instrument that could accompany the new style of music called Khayal. The Indian theory traces the origin of tabla to indigenous ancient civilization. The earliest discussion of tabla-like musical instrument building methods is found in the Hindu text Natyashastra. This text also includes descriptions of paste-patches (syahi) such as those found on a tabla. On the other hand, The tabla consists of two small drums of slightly different sizes and shapes. Each drum is made of hollowed-out wood, clay, or metal. The smaller drum (dayan i.e. right) is used for creating treble and tonal sounds, while the primary function of the larger drum (bayan i.e. left) is for producing bass.

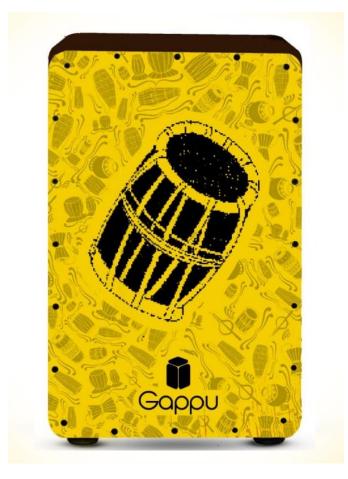


₹6000/-



### Thavil Cajon

Thavil is a traditional musical instrument of the ancient city of Thanjavur in Tamil Nadu. This barrel-shaped percussion instrument is an integral part of the Carnatic music in Thanjavur. Thavil is a form of drum which is played on special festive occasions of the region. It is used in the temple, folk and Carnatic music, often accompanying the nadaswaram, a wind instrument used in Hindu religious music and as a solo instrument in Carnatic music. The thavil and the nadaswarams are essential components of traditional festivals and ceremonies in South India. The musical instrument of Thavil is made up of hollow wood, animal skin, and steel, mostly manufactured in Thanjavur and Valayapatti.



₹6000/-

#### **Graphics Cajon Series**



GC 01



GC 02



GC 03

## Graphics Cajon Series



GC 04



GC 05



GC 06

#### **Graphics Cajon Series**



GC 07



GC 08

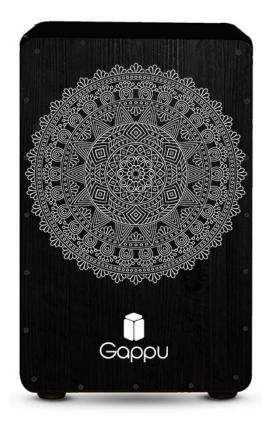


GC 09

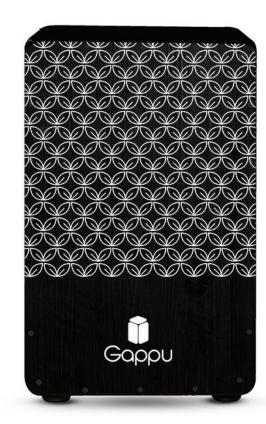


GC 10

#### Pattern Art Series



PA 01



PA 02



PA 03

#### Pattern Art Series



PA 04



PA 05



**PA 06** 

#### Pattern Art Series



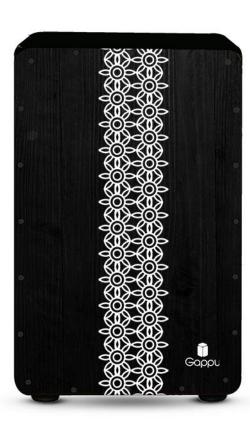
PA 07



PA 08



PA 09



PA 10