



### **HUJAN is a music phenomenon in the internet era.**

This band started in 2005 with just Noh created demos on myspace. Thanks to the power of social network, within few months they gathered some avid fans on internet. Finally in 2006 they formed as a band. From then on, they started to work on their first EP and touring across Malaysia.

Hujan prefers to classify their music as alternative rock and has no qualms about delivering their material in Malay. Living and breathing the element they take their name after, their music alternates between the light, heavy and the torrential storm a reflection of the many stories, moods and agendas embedded in their songs. They sing about everything from love, God, family and to the happenings of the world.

2007-2008 period marked their journey as the most successful indie band in Malaysia at that time with UK tour as their portfolio. With just one year, they crossed over from indie college gig to mainstream media crowd. With continued online support from Raingers, that's what they called their fans, Hujan continue to make history with the most Online User Generated Content in Malaysia

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**8 Malaysian  
Radio Singles  
in 1 Year!**

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**AIM 2009 AWARD  
Best Rock Album**

*Hujan*

**Best Rock Song**

*Bila Aku Sudah Tiada*

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**MYSPACE  
More Than  
90000 friends**

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**YOUTUBE  
More Than  
2 Millions hits**

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ARTICLES (The Star newspaper, Monday December 29, 2008)

## **Hujan Creates Storm.....**

FORGET reality TV music idols or manufactured pop acts. Malaysia's appetite for homegrown indie bands knew no boundaries this year. It has been a long time coming, but the momentum, for better or for worse, is with the local indie music community as it continues to push into the mainstream and attract media attention.

Just like the hip hop phenomenon in the late 1990s, indie music has made its way out of the fringe scene with a tide of young, exciting and fashionable bands capturing the imagination of the young Facebook generation.

Rarely has one single music genre been so rampant and reflected by a recognisable mix of music, fashion and lifestyle. The high visibility also gave birth to larger than life bands and a fresh sound on the airwaves.

Telco companies, radio stations, and festival organisers have been scrambling to associate themselves with the cream of the new indie crop, underlining this movement's marketability and accessible appeal.

Raining rock: Malay indie rock outfit Hujan rockin' at the Sunburst festival launch party at the Pavilion, Kuala Lumpur. Malay indie rock outfit Hujan, possibly the biggest buzz band since OAG in the early 1990s, made good on its early promise as the nation's breakthrough indie outfit. Led by enigmatic singer-songwriter Noh, Hujan began the year with much expectation.

Hujan, blending an inspired mix of indie attitude and Malay pop smarts, made the news early in the year with a tour of England financed by its Malaysian student fan base there, before returning home to play a career-defining set at the inaugural Sunburst festival in Kuala Lumpur. After courting controversy for its brash attitude in the Malay media, Hujan's debut album, delivered the final verdict that this was no flash-in-the-pan phenomenon.

Rather than sing in fractured English, Hujan has elected to make cool music in Malay. With album sales exceeding 10,000 units, Hujan underlined the fact that homegrown bands can thrive on their own terms.

This has influenced younger bands to consider the national language as a creative outlet while the diverse and urban crowd, more accustomed to local English language music, has been sold on Malay indie.

<http://www.facebook.com/hujan> <http://www.hujanband.com> <http://www.myspace.com/kugiranhujan>



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