MELON GROOVES





ONE PLATFORM.

MUSIC. TALENT. OPPORTUNITY.

Discover a connected world of original sound, emerging creatives, culture-led merchandise, and professional collaboration.

THE OFFICIAL PLATFORM EXPERIENCE

NOT JUST A WEBSITE.

A WORLD WAITING TO BE EXPLORED.

DISCOVER

Melon Grooves brings music, creative talent, merchandise, services, and community into one distinctive digital destination.

CONNECT

From discovering a new track to finding the right collaborator, each part of the platform opens another door.

CREATE

For listeners, artists, fans, and businesses alike, Melon Grooves is designed to turn creative curiosity into action.

STEP INSIDE THE MELON GROOVES UNIVERSE

FEEL EVERY BEAT.

ORIGINAL MUSIC. UNINTERRUPTED DISCOVERY.

DISCOVER THE SOUND

Explore original music released through Melon Grooves and hear the creative identity behind the platform.

MAKE IT YOURS

Listen to full tracks directly on the website, build a queue, and keep the music moving without interrupting your discovery.

TAKE IT WITH YOU

Follow Melon Grooves on Spotify and Anghami to stay close to the music wherever you prefer to listen.

PRESS PLAY AT MELONGROOVES.COM



THE CULTURE HAS A VOICE.

BEYOND THE TRACK.

A DISTINCT IDENTITY

Melon Cast introduces a microphone-led identity within the Melon family, created for expression, conversation, and culture.

A SPACE FOR STORIES

The concept creates room for voices, perspectives, and creative stories that can deepen the connection between music and its audience.

WHAT'S NEXT

As Melon Cast develops, it can become another way to discover the personalities and ideas behind the movement.

DISCOVER MELON CAST

THE MELON Online Shop

WEAR THE MOVEMENT.

CULTURE YOU CAN TAKE WITH YOU.

MORE THAN MERCHANDISE

The Melon Shop turns the platform's visual identity into official products that let supporters express their connection to the culture.

DISCOVER YOUR STYLE

Browse the collection, find an item that speaks to you, and explore available product details before making a choice.

FROM SCREEN TO STREET

Complete your order through the online checkout and bring a piece of the Melon universe into everyday life.

EXPLORE THE OFFICIAL MELON SHOP

YOUR TALENT DESERVES TO BE SEEN.

A PLACE FOR THE NEXT CREATIVE VOICE.

WHO BELONGS HERE?

Artists, producers, singers, performers, and creatives with something original to share are invited to introduce themselves.

SHOW YOUR WORK

Submit a profile and examples of your work so the Melon Grooves team can discover your sound, skills, and creative direction.

OPEN THE CONVERSATION

Talent Hub is an entry point for discovery and potential future opportunities—not a promise of selection, but a chance to be noticed.

SUBMIT YOUR PROFILE TO TALENT HUB

MELON
BRIDGE

WHERE IDEAS MEET EXPERTISE.

21 CREATIVE SERVICE CATEGORIES. ONE BRIDGE.

Melon Bridge connects people and businesses with vetted creative professionals. Describe what you need and let the platform help connect you with suitable expertise.

BRING YOUR NEXT PROJECT TO LIFE

ONE BRIEF. MANY POSSIBILITIES.

SPECIALISTS ACROSS 21 CREATIVE CATEGORIES.

SOUND & PRODUCTION

Music production, recording-related services, mixing, mastering, and creative audio support.

VISUAL STORYTELLING

Music videos, photography, video production, and visual content for artists and brands.

BRAND & DIGITAL

Graphic design, brand identity, social media, promotional content, PR, and other creative services across the marketplace.

EXPLORE ALL AVAILABLE CATEGORIES

FROM IDEA TO IMPACT.

A SIMPLER WAY TO COMMISSION CREATIVE WORK.

01 SHARE THE VISION

Explain your goals, scope, desired deliverables, and preferred timeline in a clear project brief.

02 DEFINE THE BUDGET

Set expectations so the team can identify professionals suited to the project and available investment.

03 MATCH AND DELIVER

Get connected with a vetted creative professional. Payment handling is subject to the platform’s terms and agreed project milestones.

START YOUR PROJECT WITH MELON BRIDGE

BELONG TO SOMETHING BIGGER.

ONE MOVEMENT. MANY WAYS TO CONNECT.

FIND YOUR PEOPLE

Melon Grooves brings listeners, artists, collaborators, and supporters into a shared creative conversation.

STAY CONNECTED

Explore official channels on Instagram, TikTok, YouTube, Facebook, X, Spotify, and Anghami from one Community destination.

KEEP IT MOVING

Follow the releases, share what inspires you, and help more people discover the sound and spirit of Melon Grooves.

JOIN THE MELON COMMUNITY

THE FOUNDER

KHALID SOBEH

AKA KAYJAY · FOUNDER & CEO



EVENT DIRECTOR · PRODUCER · CREATIVE ENTREPRENEUR

Born in Doha and raised in Qatar, KAYJAY has spent more than two decades connecting music, live entertainment, and creative business. His work combines hands-on production experience with a commitment to helping independent talent build lasting opportunities.

A VISION SHAPED BY EXPERIENCE

THE EXPERIENCE BEHIND THE VISION

FROM LIVE EVENTS TO ARTIST DEVELOPMENT

350+

EVENTS DELIVERED

From independent music showcases to large-scale productions and industry conferences across the region.

50+

ARTISTS SUPPORTED

Supporting independent artists with development, creative direction, and long-term career thinking.

25

YEARS OF EXPERIENCE

Bringing together event operations, production, music-industry insight, and creative entrepreneurship.

Melon Grooves brings these experiences together in one connected platform designed to make creative opportunity more accessible.

BUILT FOR CREATIVITY.

REGISTERED IN THE UNITED KINGDOM

MELON GROOVES LTD.

A UK-registered company providing the corporate foundation for the Melon Grooves creative platform.

REGISTRATION

Registered in England and Wales

Company Number: 17499868

REGISTERED OFFICE

128 City Road

London, EC1V 2NX

United Kingdom

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A REAL CONVERSATION STARTS HERE.

QUESTIONS SHOULD NEVER HOLD YOU BACK.

NEED GUIDANCE?

Whether you're looking for a service, exploring the shop, or wondering how to submit your talent, help is close by.

MESSAGE THE TEAM

Use the live chat button available across the website to send your question directly to the Melon Grooves team.

STAY CONNECTED

Get a personal response when the team is available, with a direct way to continue the conversation.

OPEN LIVE CHAT ON THE WEBSITE

BE FIRST IN THE KNOW.

THE NEXT DROP STARTS IN YOUR INBOX.

NEW MUSIC

Hear about upcoming releases and fresh sounds from the Melon Grooves universe.

NEW DROPS

Stay informed about merchandise launches and new developments across the platform.

NEW OPPORTUNITIES

Receive news about creative opportunities, platform updates, and ways to get involved by subscribing on the homepage.

SUBSCRIBE AT MELONGROOVES.COM

ONE ECOSYSTEM. MORE POSSIBILITIES.

THE VALUE IS IN THE CONNECTION.

FOR LISTENERS

Discover original music and follow a creative culture across the channels you already use.

FOR CREATIVES

Share your work, find visibility, and connect with opportunities to collaborate.

FOR CLIENTS & SUPPORTERS

Access creative services through Melon Bridge and support the movement through the official shop and community.

EXPLORE. CREATE. CONNECT.

THIS IS YOUR INVITATION.

ONE PLATFORM.
ENDLESS CREATIVE POSSIBILITIES.

Listen to the music. Discover the talent. Find your next creative partner. Wear the culture. Join the movement.

MELONGROOVES.COM