

# Ash Roy

*Indian techno pioneer blending minimal grooves with psychedelic textures* 🎧🎧🎧

## Biography

Ash Roy is a veteran of India's electronic music scene, with a career spanning over two decades. Originally from Kolkata, he co-founded the iconic Jalebee Cartel in the mid-2000s, which helped shape India's underground sound<sup>[^1]</sup>. In 2013, he launched Soupherb Records, a label focused on minimal and experimental techno, now boasting over 170 releases from global artists<sup>[^2]</sup>. Ash's hybrid sets combine live percussion with deep minimal grooves, earning him slots at Awakenings (Netherlands), Fusion Festival (Germany), and performances across 20+ countries including Spain, Sweden, Dubai, Sri Lanka, and Canada<sup>[^1]</sup>. He splits his time between Berlin and India, and was named MyFav India's Best Techno DJ (2014) and VH1 Sound Nation's Best Electronic DJ (2015)<sup>[^1]</sup>.

## Notable Releases

- - '2013' - Gentle Mental - Soupherb Records
- - '2016' - Illusion of Humanity - POINTZERO Rec
- - '2020' - Aztec Code Remixes - Soupherb Records
- - '2023' - Hydrozoa 200+ Pt. 1 - Soupherb Records
- - '2025' - Friends in Sync - Soupherb Records

## Gigs & Festivals Played

- - Awakenings (Netherlands)
- - Fusion Festival (Germany)
- - MS Dockville (Germany)
- - Sunburn Festival (India)
- - Bass Camp Festival (India)

## News & Media Links

- - <https://ra.co/dj/ashroy/biography> Ash Roy · Biography – Resident Advisor, 2025
- - <https://www.beatport.com/artist/ash-roy/47773> Ash Roy Artist Page – Beatport, 2025

## Notes

Founder of Soupherb Records, India's leading minimal techno label.

## Links to external sites or press kits

- SoundCloud: <https://soundcloud.com/ash-roy>