



Avik Mandal

Founder & CEO, AXI Entertainment • Narrative Designer • BBA Student (2nd Year)

 Date of Birth: 17th November 2006

 Hometown: Kalyani, West Bengal, 741235

 Currently living at Sonarpur, West Bengal

Creative strategist with a keen interest in Project Management, operating at the intersection of music, fiction, and business. Building the future of Indian entertainment-one track, one story, one venture at a time.

Performing music as **Avik Mandal** with original I-Pop soundtracks, 3 published webnovels, and cross-media IP distributed globally.

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 +91 83360 73040

 Operating Globally

 linkedin.com/in/avik-lx

 Spotify Artist

 axi-ent.online

 avik-lx.netlify.app

CORE COMPETENCIES

Project Management

Strategic planning, resource allocation & cross-functional execution with a long-term, results-driven approach.

Music Production & Distribution

Original soundtracks, singles & catalog management across major platforms, distributed to 150+ countries.

Serialized Fiction & Storytelling

3 published webnovels with ongoing chapters, built for audience engagement & transmedia expansion.

IP & Narrative

Architecture

High-concept world-building designed for adaptation across novels, webcomics, series & interactive media.

Venture & Talent

Strategy

BBA-grounded strategy for talent acquisition, brand positioning, and venture scaling at AXI Entertainment.

PROFESSIONAL EXPERIENCE

● Founder & CEO

AXI Entertainment

Ongoing

Sonarpur, West Bengal • Global Operations

Digital-first entertainment venture focused on professionalising and scaling I-Pop (Indian Pop) to international production standards.

- Leading end-to-end music production, distribution and IP development reaching 150+ countries across major streaming platforms.
- Spearheading global talent acquisition and development, building two premier I-Pop groups for worldwide release (Phase 2 expansion open).
- Overseeing creative direction, narrative design, brand strategy, project management and business operations for the venture studio.

● Sales & Operations Assistant

DavaIndia Pharmacy

March 2025 - July 2025

5 Months

Worked at DavaIndia Pharmacy for 5 months after Class 12th, gaining hands-on exposure to customer service, sales, and day-to-day pharmacy operations.

- Assisted customers with product queries and ensured smooth billing & sales processes.
- Maintained inventory awareness, stock handling and adherence to store procedures.

● Independent Music Artist & Producer

Avik Mandal

Ongoing

Independent

Spotify Verified Artist performing and producing original music as Avik Mandal, distributed globally under AXI Entertainment.

- Spotify Verified Artist with full discography available across Spotify, Apple Music, YouTube Music, Amazon Music & JioSaavn.
- Produced and released original singles, soundtracks and complete catalog with international reach.
- Managing global audience growth and artist brand development with strategic project timelines.

Author & Narrative Designer

Independent

Ongoing

Serialized Fiction

Creating original serialized webnovels designed for cross-media expansion into webcomics, series and interactive media.

- Published 3 webnovels with ongoing chapter releases and growing readership.
- Architecting transmedia IP with adaptation potential, focusing on world-building and lore consistency.
- Developing high-concept narratives spanning Cultivation/Xianxia and Sci-Fi genres.

PUBLISHED WORKS

Borrowed Immortality

WEB NOVEL • CULTIVATION/XIANXIA

A cultivation epic exploring the price of immortality-where every borrowed year demands its repayment.

 Read Now

The Time Shift

WEB NOVEL • SCI-FI/SPECULATIVE

High-stakes speculative fiction built around temporal displacement, cause and consequence.

 Read Now



Land of Immortals

ROYAL ROAD • CULTIVATION/XIANXIA

Xianxia epic exploring cultivation metaphysics and martial hierarchy, built for transmedia expansion.

 Read on Royal Road

IP PIPELINE

Rise of Dwarka

Game • Series

In Development

Reimagined mythological IP in finalisation for future game and series adaptation, with strong emphasis on lore consistency and character-driven storytelling.

EDUCATION

BBA - Bachelor of Business Administration (2nd Year)

Ongoing

Swami Vivekananda Institute of Modern Science (SVIMS), MAKAUT

Focused on Organisational Behaviour, Marketing Strategy, and Entrepreneurial Management- directly applied to AXI Entertainment's operations with growing interest in Project Management.

ADDITIONAL INFORMATION

Achievements, Affiliations & Interests

Disciplined strategic thinker with a foundation in competitive Baduk (Go), applying positional advantage, resource management and long-term territory-building to entertainment and business strategy.



Played India-Singapore WeiQi Cup 2026



Member - Association of Indian Go Players (AIGP)



Member - Kolkata Baduk Club



Spotify Verified Artist (Avik Mandal)



Global Distribution - 150+ Countries



3 Published Webnovels



Interest: Project Management

Portfolio: avik-lx.netlify.app • References available upon request • axi-ent.online