

# South Asian Celebs Shine: Global Music Wins, Fashion Trends & Digital Domination

South Asian Entertainment · Answer Key · 8 Questions

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**1. Which South Asian artist made history with the largest Punjabi concert outside India in Vancouver in 2024, drawing over 54,000 attendees?**

- A) Karan Aujla
- B) AP Dhillon
- C) Diljit Dosanjh**
- D) Sidhu Moosewala

**2. The #UnfairAndLovely hashtag, launched in 2016, aimed to challenge the ideals promoted by which brand, known for its fairness creams?**

- A) Lakmé
- B) Fair & Lovely**
- C) Maybelline
- D) L'Oréal Paris

**3. Which South Asian film, released in 2024, was the first Indian film to be released in China after a military stand-off agreement, achieving an 8.7 rating on Douban?**

- A) RRR
- B) Baahubali
- C) Maharaja**
- D) Dangal

**4. As of 2026, what percentage of India's gross film collections did regional-language films contribute in FY2025, indicating a significant resurgence?**

- A) 15%
- B) 31%**
- C) 45%
- D) 50%

**5. Which South Asian music collective, known for its vibrant Coachella set in 2025, was formed by artists like Kunal Merchant and Armaan Gupta (Kahani)?**

- A) Indo-Persian Beats
- B) Desi Rhythms Collective
- C) Indo Warehouse**
- D) South Asian Sound System

**6. In 2026, Lara Raj of KATSEYE made her Coachella debut as the first Indian-origin artist signed under which major K-pop label?**

- A) SM Entertainment
- B) YG Entertainment
- C) JYP Entertainment

**D) HYBE**

**7. The Grammy Awards introduced a new category for Best Asian Pop Music Performance in 2026. What is a key, albeit ambiguous, requirement for songs to qualify?**

- A) Must be performed entirely in an Asian language
- B) Must feature a collaboration with a Western artist

**C) Must make 'meaningful use' of one or more Asian languages**

- D) Must have achieved over 100 million streams globally

**8. Which South Asian creator, known for her sharp comedy and social commentary, blends humor with critiques of South Asian culture on platforms like Instagram?**

- A) Diipa Büller-Khosla
- B) Nabela Noor

**C) Kusha Kapila**

- D) Neelam Gill