

Avichal Jha

THE SITAR EXPERIENCE 

Indian Classical Music · Etawah Gharana · Los Angeles, CA

Senior disciple of Ustad Shahid Parvez Khan · Rooted in the Etawah Gharana tradition · Available for concerts, private gatherings, and cultural programs

PRESS BLURBS

One-Liner

Avichal Jha is a Los Angeles-based sitarist and senior disciple of Ustad Shahid Parvez Khan, performing in the Etawah Gharana tradition of Hindustani classical music.

Short Blurb

Avichal Jha is a Los Angeles-based sitarist performing in the Etawah Gharana tradition of Hindustani classical music. A senior disciple of Ustad Shahid Parvez Khan since 2009, he carries forward a lineage celebrated for its lyrical depth and emotional precision. He has performed at cultural festivals, private events, and concert halls across the United States, collaborating with tabla player Jyotiprakas, flutist Aakash Pujara, and santoor player Kamaljeet Alhuwalia.

Full Blurb

It happened in a single concert. In 2006, Avichal Jha sat in the audience at a performance by Ustad Shahid Parvez Khan and wept from the very first note. Within three years, he had become a direct student of the maestro himself. Since 2009, Avichal has studied under Ustad Shahid Parvez Khan, carrying forward the Etawah Gharana, a lineage celebrated for its lyrical beauty and what its practitioners call the “singing sitar” – a tradition where the instrument does not merely play melody. It breathes.

Based in Los Angeles, Avichal performs at cultural festivals, private events, and concert halls across the United States. His collaborators include tabla player Jyotiprakas, flutist Aakash Pujara, and santoor player Kamaljeet Alhuwalia. Avichal's performances invite listeners into the full emotional world of Hindustani classical music, where a single raga can move from profound stillness to breathtaking intensity, and back again.

ARTIST BIO

It happened in a single concert. In 2006, Avichal Jha sat in the audience at a performance by Ustad Shahid Parvez Khan, and wept from the very first note. He had spent years searching for a sound that felt complete: one that moved him to his core and connected him to something larger than himself. In that moment, he found it. Within three years, he had become a direct student of the maestro himself.

Avichal was born into a home full of music. His father, a lifelong admirer of classical ragas and vintage Bollywood, filled their house with timeless melodies. As a child, Avichal listened closely, absorbing the emotional power of sound long before he understood it. In high school he explored guitar and voice, searching for a language that was fully his own. It was the sitar that finally answered.

He began formal sitar training at 24 with Paul Livingstone. But the trajectory of his life shifted permanently the night he heard Ustad Shahid Parvez Khan play. Since 2009, Avichal has studied under the maestro, carrying forward the Etawah Gharana, a lineage celebrated for its lyrical beauty, emotional depth, and what its practitioners call the “singing sitar.” In this tradition, the instrument does not merely play melody. It breathes.

Based in Los Angeles, Avichal has collaborated with tabla players Jyotiprakas, Ayan Banerjee, and Javad Butah, flutist Aakash Pujara, and santoor player Kamaljeet Alhuwalia. His performances invite listeners, from lifelong devotees of Hindustani music to complete newcomers, into a meditative space where tradition breathes and time slows down.

“Avichal’s music gave soul to our 50th wedding anniversary. Each note shimmered like a jewel, weaving past and present into harmony.”

— Devendra M, Private Client · Four Seasons · 2023

MUSICAL INFLUENCES

Avichal’s musical world is wide; deliberately so. His foundation is Hindustani classical music, but the full range of what he has heard and loved informs the way he listens, practices, and performs. This breadth is not contradiction; it is context.

Hindustani Classical

Ustad Shahid Parvez Khan, Ustad Vilayat Khan, Ustad Amir Khan, Ustad Bade Ghulam Ali Khan, Pandit Ravi Shankar, Pandit Hariprasad Chaurasia, Pandit Bhimsen Joshi, Pandit Jasraj, Ustad Zakir Hussain

Bollywood & Ghazal

Muhammad Rafi, Lata Mangeshkar, Asha Bhosle, Kishore Kumar, Manna Dey, Mukesh, Mehdi Hasan, Ghulam Ali, Jagjit Singh

Western Classical & Guitar

Mozart, Beethoven, Andrés Segovia, Paco De Lucia, Eric Johnson, Joe Satriani

Rock, Metal & Alternative

The Beatles, Queen, Led Zeppelin, Soundgarden, Pearl Jam, Nirvana, Metallica, Savatage

Pop & Cultural Icons

Michael Jackson, Weird Al Yankovic, Bo Burnham, Adam Sandler, Stephen Lynch

WHAT PEOPLE ARE SAYING

“The lagaav, that deep and relentless commitment, is what I admire most. A true credit to the legacy of his guru, Ustad Shahid Parvez Ji.”

– Jyotiprakas, Tabla Player · Collaborator · Los Angeles

“Avi’s dedication and passion for the sitar are remarkable. His performance in Pasadena was a testament to his artistic maturity and growth.”

– Aakash Pujara, Flutist · Collaborator · Private Event

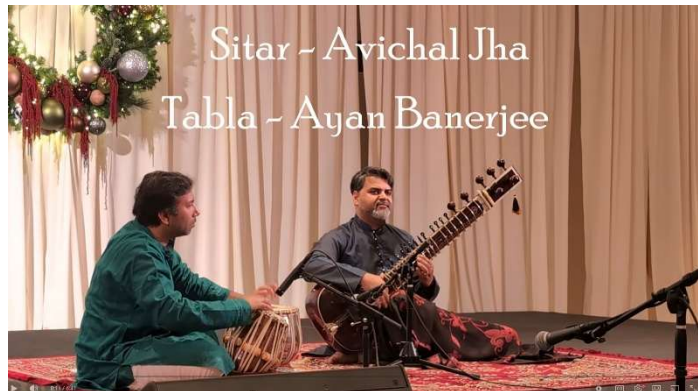
“Avichal is a devoted musician. His performances are not to be missed.”

– Thomas Klepper, Sitar and Surbahar Player · Private Recital

FEATURED PERFORMANCE

**Raag Sham Kalyan ·
Las Noches del Luminarias Festival
(Phoenix, AZ)**

For more, search “Avichal Sitar” on
YouTube, Instagram, or Facebook



A FEW FUN FACTS

- First-degree black belt in Goju-ryu Karate
 - Once pushed past a wall of bodyguards to bro-hug Magic Johnson
 - Used to draw and paint before music took over his life
 - His father's voice, humming along to vintage Bollywood, was his first musical education
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FACT SHEET

Artist Name: Avichal Jha

Pronunciation: UH-wi-chal JAH · Nickname: Avi (UH-wi)

Pronouns: He / Him

Project Name: The Sitar Experience

Genre: Indian Classical Music (Hindustani)

Gharana: Etawah Gharana

Guru: Ustad Shahid Parvez Khan

Location: Los Angeles, CA

Collaborators: Jyotiprakas, Ayan Banerjee (Tabla) · Aakash Pujara (Flute) · Kamaljeet Alhuwalia (Santoor)

TECH SPECS

Avichal performs seated, center stage, with tabla accompaniment seated stage right. He plays in the Etawah Gharana tradition, known for its vocal, lyrical quality. He uses a Shure SM58 microphone for sitar, which captures the expressive character of this style more faithfully than a standard instrument condenser.

- Sitar: Seated, center stage
 - Tabla: Seated, stage right (live accompanist strongly preferred)
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- Microphones: Shure SM58 for sitar; additional mic for tabla
- Soundcheck: Minimum 30 minutes
- Power: Single outlet and extension cable (if required by stage depth)
- Lighting: Warm key light preferred, minimal backlight

BOOK AVICHAL

Avichal is available for concerts, private gatherings, wedding celebrations, corporate events, cultural programs, and collaborative performances. His sitar brings depth, elegance, and emotional resonance to any setting, from intimate living rooms to formal stages.

Ready to bring live sitar to your event?

Website: www.avichaljha.com

Booking Form: avichaljha.com/booking

Booking Line: +1 323-985-8040

Info Email: info@avichaljha.com

Booking Email: booking@avichaljha.com

WhatsApp: +1 323-206-7090

Personal response within 48 hours.

High-resolution press photos available upon request.