

WAYWARD LAMB MEDIA
PRODUCTIONS



www.katrinaroshan.com

MEDIA KIT

Kat Roshan



KAT ROSHAN

Kat Roshan, born Katrina Cheng Binti Roshan, is a 23-year-old artist, songwriter and lifestyle creator hailing from the vibrant city of Kuala Lumpur, Malaysia. Embracing her mixed heritage with a Malay father and Chinese mother, Kat's music resonates with a fusion of cultures and emotions, reflecting her unique identity.

Beyond her musical pursuits, Kat Roshan is a dedicated scholar. She currently splits her time between Kuala Lumpur, London and Singapore, having graduated from Idyllwild Arts Academy with a Diploma and an Arts Certificate of Music with a concentration in Songwriting and a distinction in music technology, and, more recently, from University College London with a 2:1 BSc in Security and Crime Science.

As her music continues to captivate hearts and minds worldwide, Kat Roshan's journey is a testament to her talent, determination, and unwavering dedication to her craft.

Kat Roshan



Wayward Lamb Media Productions







*Kat
Roshan*

HOBBIES/INTERESTS:

Kat lives an active lifestyle that revolves around sports. She excelled as an athlete during her school days and played competitive sports such as athletics, tennis, swimming, basketball, football, volleyball, and badminton. She also loves to surf and scuba dive.

Her passion for music equals her love for sports. Born with perfect pitch, her instruments of strength are piano, violin, guitar and voice. She is a performing artist with a distribution contract with Universal Music Group Malaysia.

She has travelled the world far and wide, with visits to 32 countries under her belt - and counting. She finds cooking, baking, and painting to be cathartic.



Kat Roshan - Nameless (Official Lyric Video)

Kat Roshan

Kat Roshan

NAMELESS



Kat Roshan



<https://www.youtube.com/watch?v=ORiBxH8bonU> Watch on YouTube



Kat Roshan - Have U Ever Been (Official Music Video)

Kat Roshan

WAYWARD LAMB PRESENTS

STARRING

Katrina Roshan

HAVE U
EVER BEEN



MUSIC VIDEO

FROM THE UPCOMING EP "SIGNALS"

Executive Producer STEVE KIMBER
Camera Assistant SUHAIMI TAJUDIN

Director & Cinematographer ROLAND JAMES LIM
Wardrobe & Make Up Artist ZOEY CHONG
Film Producer ALY CHUA

Written by KATRINA ROSHAN & ROLAND LIM
Production House BLUME



<https://www.youtube.com/watch?v=87aR5qSHmP0>

Watch on YouTube



Hey U - Kat Roshan ft Adam E (Acoustic Version)

Kat Roshan

HEY U



feat Adam E

Kat Roshan
ACOUSTIC

<https://www.youtube.com/watch?v=7DCBhQaJxFA> Watch on YouTube



Kat Roshan - Choo Choo (Official Music Video)

Kat Roshan

CHOO CHOO
(TRAIN)

BY KAT ROSHAN



<https://www.youtube.com/watch?v=xLb4bMseZtY>

Watch on YouTube

BRANDS I'VE WORKED WITH

L'ORÉAL
PARIS

FILA

SUNPLAY®

YSÉ



BJAK

Anua

RESULTS



Kat Koshan



70K+ followers on TikTok



10K+ followers on Instagram



**My own composition -
'Nameless', achieved
1.4M+ views on YouTube**



**Four songs on my Album,
'Attachments' were
produced by Richard
Harris - #1 Billboard
Songwriter**



TikTok

**Billie Eilish Ocean Eyes
trend organic video
achieved 1.5M views on
Instagram**



TikTok

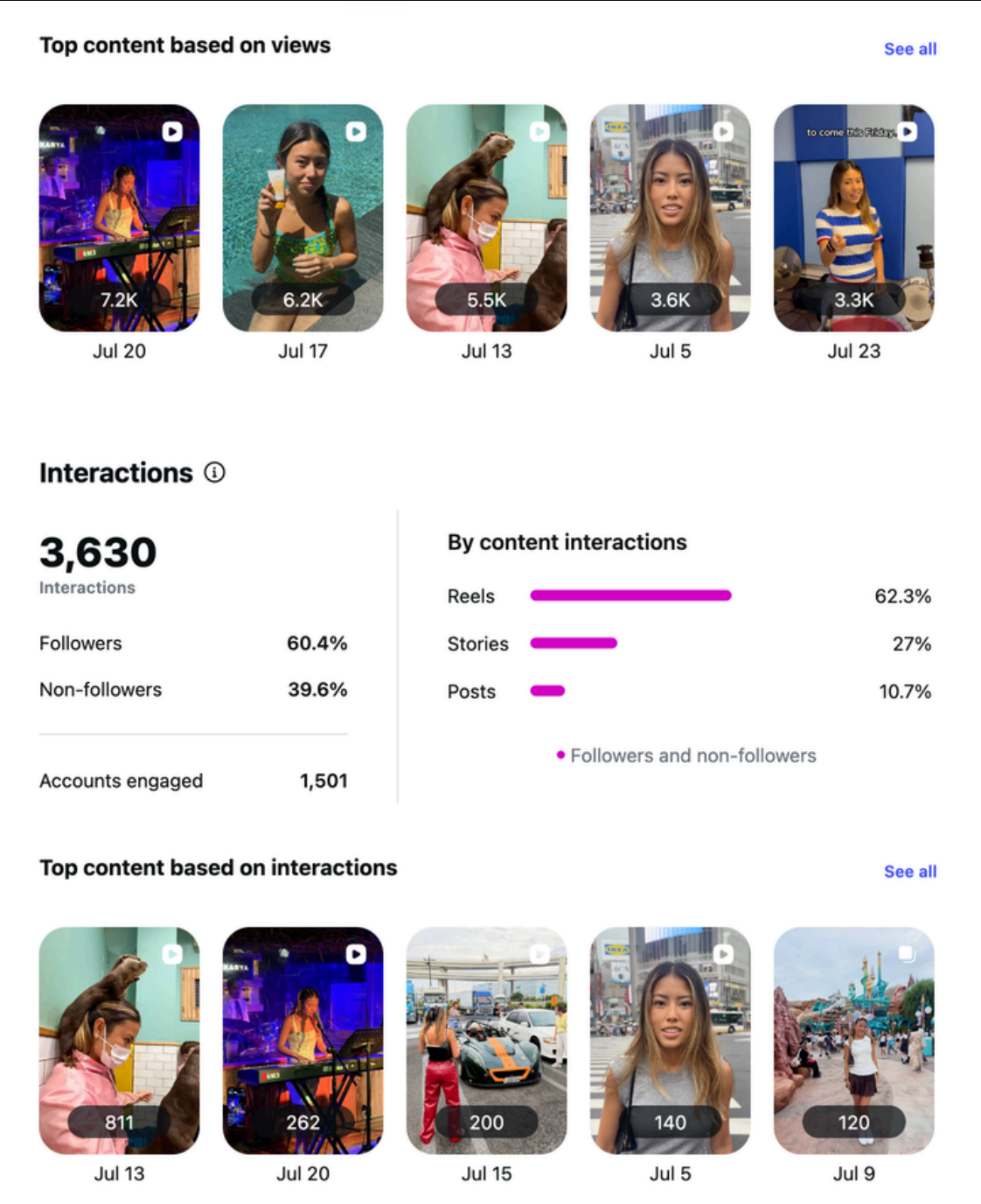
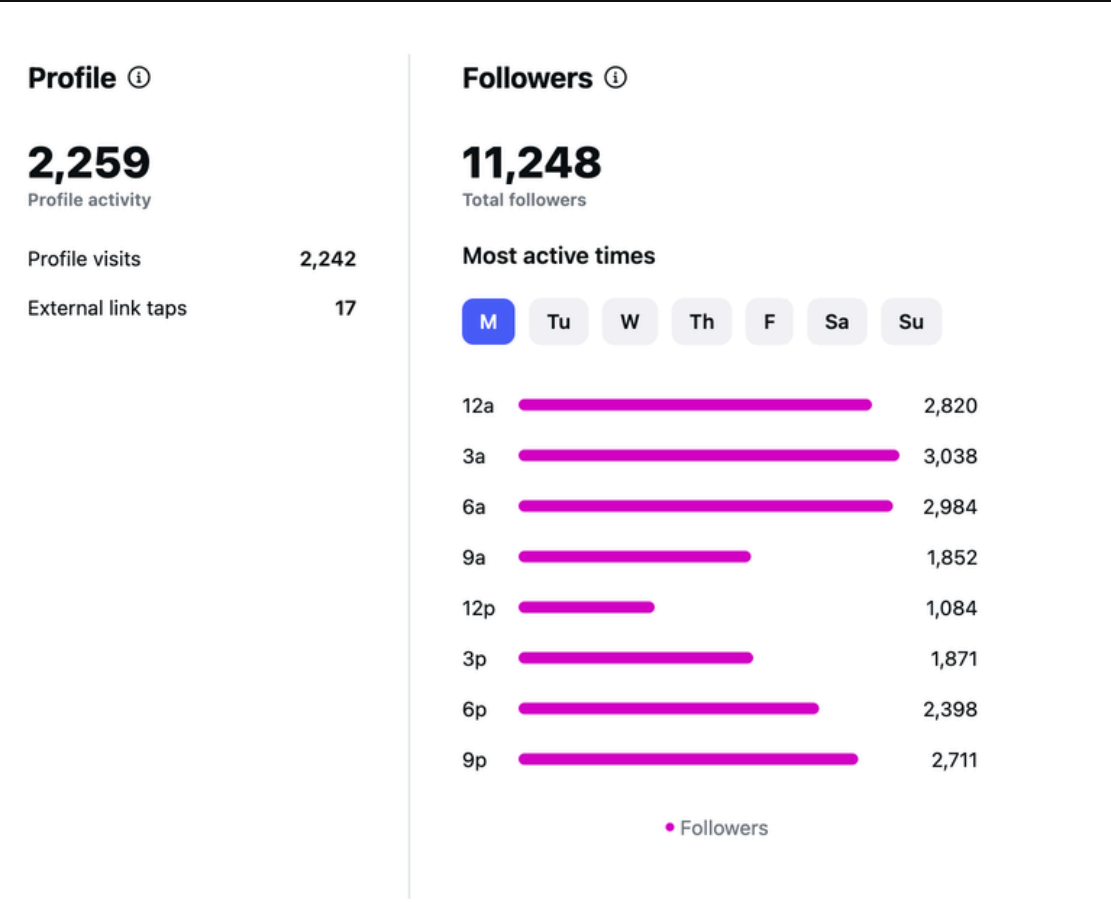
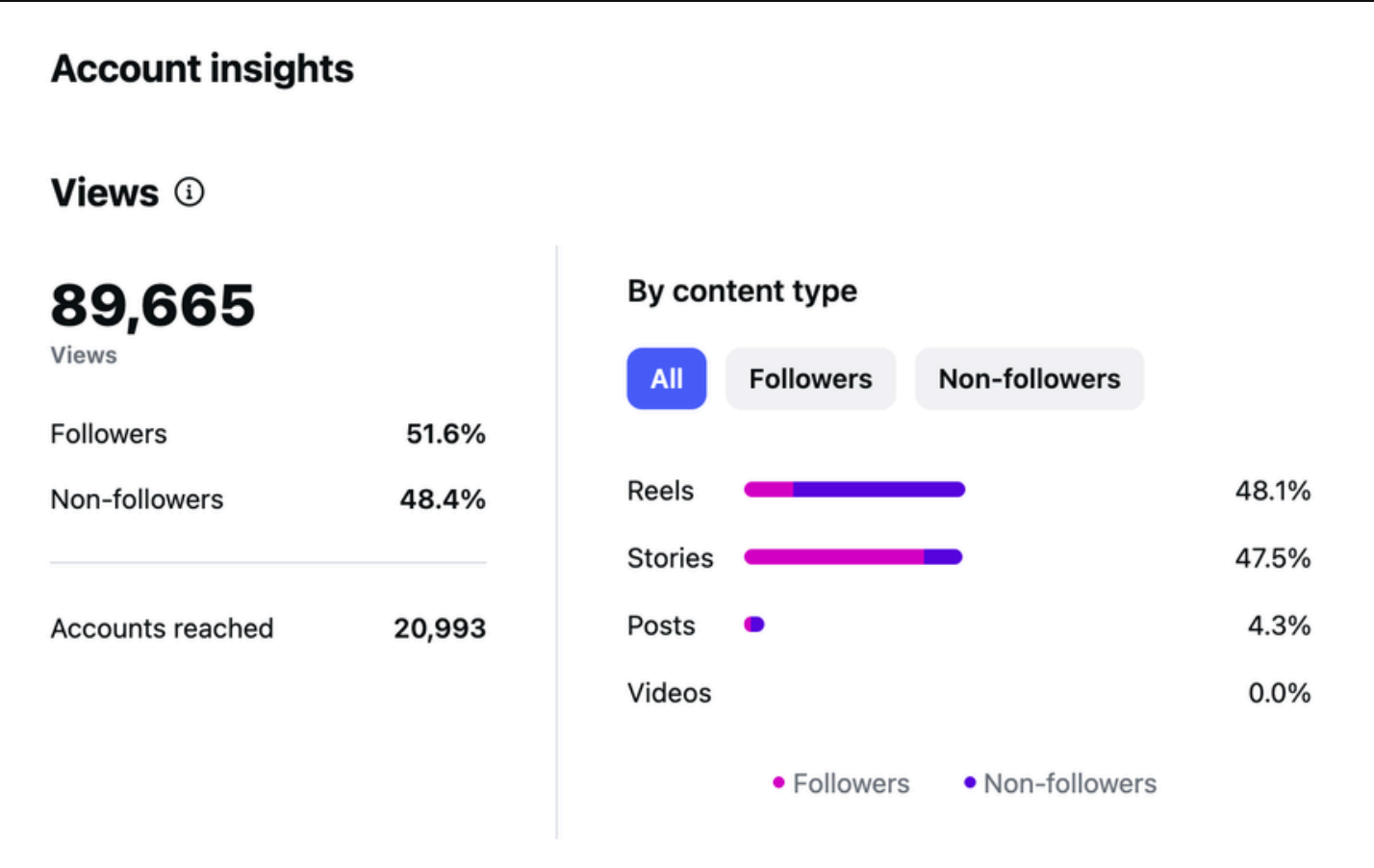
**Superman Trend organic
video achieved 1.3M
views on Instagram**



5k+ followers

INSTAGRAM DEMOGRAPHICS

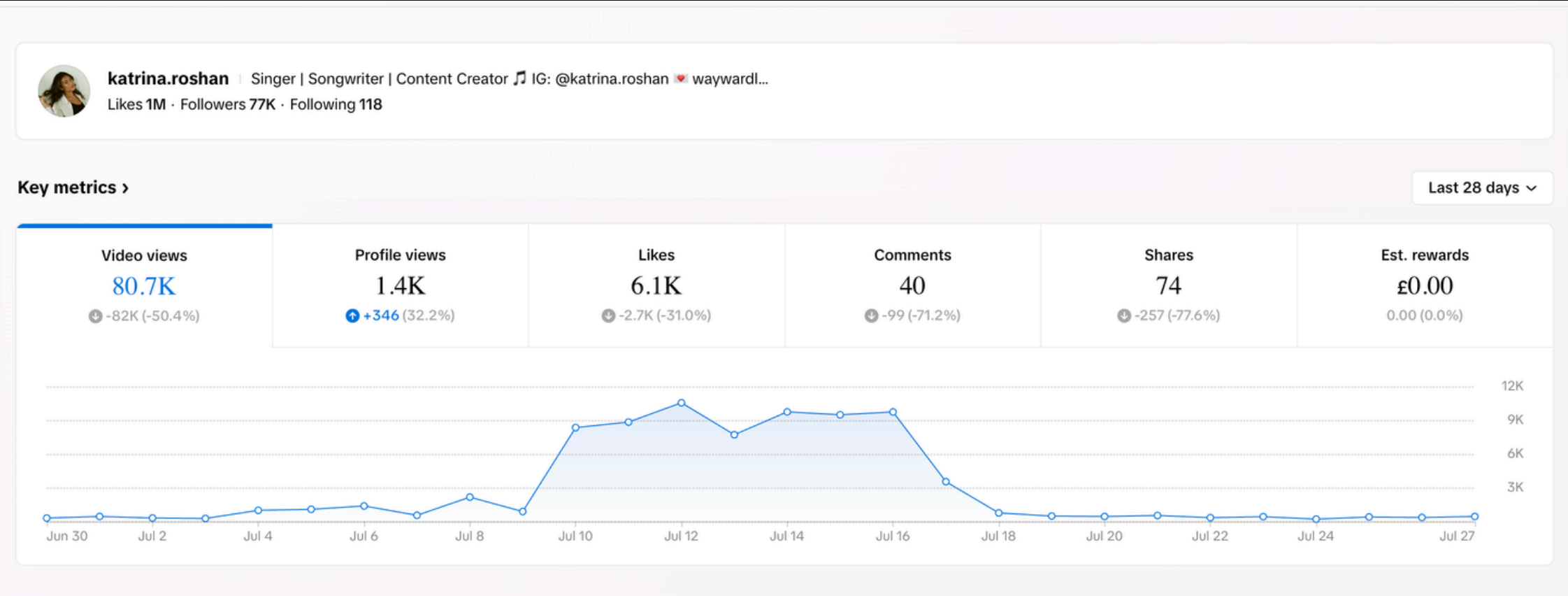
Kat Roshan



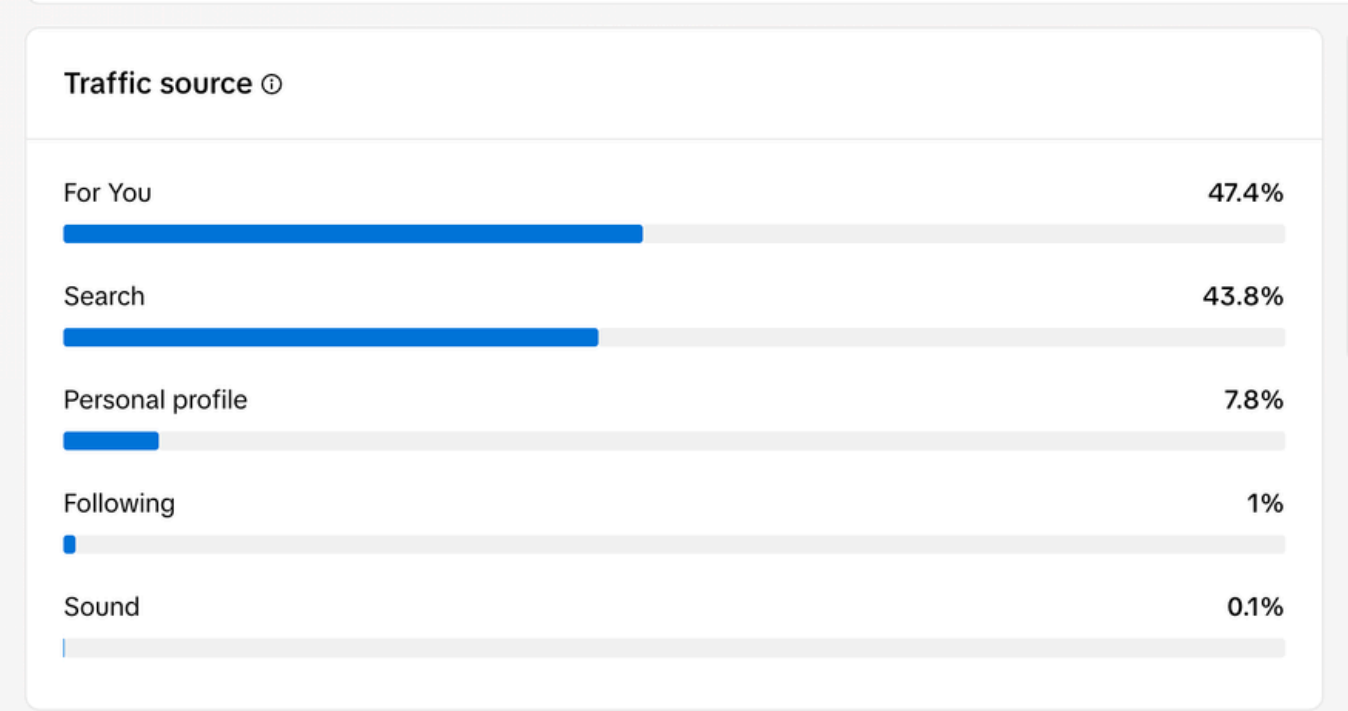
TIK TOK DEMOGRAGHICS



Kat Roshan



Posts (Created on)	Privacy	Views	Likes	Comments
Running has always been more than exercise to me - it's clarity,... Jun 4, 5:06 PM	Everyone	102K	193	1
Exactly what she said 🎮 #tennis #focus #anticipation #mindset Mar 19, 6:56 PM	Everyone	103K	3,839	2
Hop on the train 🚂🎵 #choochoo #movewithme #katroshan... Feb 9, 8:15 PM	Everyone	181K	1,623	37
New music, new direction 🎵 #choochoo #katroshan... Feb 3, 1:21 AM	Everyone	211K	2,290	48
Beach bum 🌊☀️🍹 #beachday #summer #ideal Jan 5, 4:43 PM	Everyone	116K	4,755	54
In the middleeee #themiddle #lipsync #trending Dec 18, 2025, 6:05 PM	Everyone	102K	4,095	31
My first ever writing camp 🏡 @thekennelmusic X... Sep 26, 2025, 4:22 PM	Everyone	106K	1,150	4



SOCIAL MEDIA

Kat Roshan

www.katrinaroshan.com



TikTok

[@KATRINA.ROSHAN](#)



[@KATRINA.ROSHAN](#)



 **WhatsApp**

+60-11-2696-5128 (MYS ENQUIRIES)



 **Spotify**

KATRINA ROSHAN



 **SUBSCRIBE**

[@KATRINA.ROSHAN](#)



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RATE CARD



RM1300+ (incl. yellow bag)



IG REEL
(90 SECONDS)

RM 1,000



IG CAROUSEL

RM 700



IG STORY

RM 300

CROSS PLATFORM SYNC: + RM300

DIGITAL CONTENT USAGE: RM 400 (PER MONTH)

LIVE PERFORMANCES: RM 2,000/NEG CUSTOM PRICING



UNI-VERSE

CONTACT MY MANAGER BY EMAIL,
WHATSAPP OR SOCIAL MEDIA

THANK YOU!

CONTACT MANAGER

Stephen Kimber

WHATSAPP 

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LET'S WORK TOGETHER!

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