



*Kiatini*

CHANGING LIVES,  
DEFINING AN ERA





# CONTENTS

## 02

### ABOUT KID TINI

Phiwe Unami Tini who is better known as “Kid Tini” is an up and coming young artist with a fresh...

## 03

### SOCIAL JUDGEMENT

Movie is another track that strengthened Kid Tini’s legacy as a fearless rapper in the hip hop...

## 04

### THE II COMING

Ahead of his album titled The Second Coming, Kid Tini has combined efforts with...

## 05

### CONTACTS

Management, Booking and Pr Queries.

**P**hiwe Unami Tini who is better known as Kid Tini is a young artist with a fresh take on Hip-Hop, with catchy hooks and skillful lyricism. Born in Butterworth Eastern Cape. Tini got his musical inspiration from his older brother. He heard his brother's Demos at the young age of 10 and was fascinated with the fact that he personally knew someone who could rap. His older brother helped him begin his professional career by supplying him with equipment as well as exposing him to certain dynamics in the music business.

The Lyricist joined Ambitiouz entertainment in May 2017 and just shortly after joining, he released two smashing singles, with one being New School Bully which showcases his lyricism and was accompanied by matching visuals. Following New School Bully, Kid Tini released Bekezela. Prior to joining the label he released an 18-track Debut mixtape Coming Of Age which bagged him three nominations, two at the 2016 South African Hip Hop Awards for Best Freshman and Lyricist of The Year as well as one nomination at the Eastern Cape Music Awards for Best Hip Hop. His distinct sound gained him critical praise from well-known online blogs and magazines such as Hype magazine, SA Hip Hop Magazine and the African Hip Hop blog just to name a few.



## SOCIAL JUDGEMENT

Movie is another track that strengthened Kid Tini's legacy as a fearless rapper in the hip hop scene, as he murders the subliminal jabs with body shots. Early 2019 he released powerful visuals for his latest single Cinga which has powerful visuals that show us the rejection and vulnerability the young lady in the video had been drowning in since discovering she was pregnant. Fearing never being able to come up for air because of societal judgment, ridicule and bringing shame to the family. She opted for a backstreet, illegal abortion. The track, Cinga received a lot of great response, it even made it to number 6 of the Top 100 charts in South Africa.

In his song, *Wedwa*, released on 10 May 2019, Kid Tini pens down the torture of throwing away feelings for someone special. That song was quickly followed by his bar for bar rap song - *Get Money*, featuring hip hop legends, Stogie T and New York rapper, Styles P with a music video that clearly states that bars are about to be murdered as he bites on raw meat inside a boxing ring. In October 2019 Kid Tini released a five-track EP dubbed *Sound mind*.

Kid Tini opens his 2020 with his attention grabbing single *Buss A Move*, which has had his fans in awe of the lyricists since its release. Ahead of his album titled *The Second Coming*, Kid Tini has combined efforts with Sbahle of Umuthi Records and together they cooked a commercial Hip Hop Gospel titled *Amen*. The message behind the song is that whatever challenges life throws at you, know that you will overcome, and it will get better. The song has received positive response,

because not only did it get fans talking on social media but it debuted number two across all genres and number one on Hip Hop on iTunes. Shortly after releasing *Amen*, Kid Tini followed up with *Bazolimala* featuring LaSauce, to let it be known that he still rules the Hip Hop scene.

*Bazolimala* was followed by a track titled *Delela* in which Kid Tini features one of the legendary South African rappers, Kwesta. *Delela* has kasi vibes and reprimands disrespect from trolls. Like most of Kid Tini's songs, *Delela* also debuted on the number spot of the iTunes Hip Hop top charts and number across all genres for three consecutive days.

Friday, 13 November 2020, the wordsmith gave his *Amen* lyrics life as he attached emotive visuals to them. The storyline raises awareness on human trafficking and crime, which are among the issues we are faced with as a country.





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