

April 06, 2021

The Manager,
Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, C-1,
Block G, Bandra – Kurla Complex,
Bandra (East),
Mumbai – 400 051

The Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Symbol: SAREGAMA EQ

Scrip Code : 532163

Dear Sir/ Madam,

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Re: Press Release titled “Saregama inks a global licensing deal with the world-renowned social video platform, Triller”

Please find enclosed the Press Release titled “Saregama inks a global licensing deal with the world-renowned social video platform, Triller.”

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Saregama India Limited**



Kamana Goenka
Company Secretary and Compliance Officer

Encl.: as above

**Saregama inks a global licensing deal with the world-renowned social video platform,
Triller**

~ Triller users will now have access to the robust catalogue of India's oldest music label ~

Mumbai 06|04|21: Saregama, one of India's largest music labels, has announced a global music licensing deal with widely popular short format video platform, Triller. As part of this deal, Saregama will license its entire catalogue to Triller allowing users to create innovative content using the robust music library of over 1,30,000 songs in diverse Indian languages like Hindi, Bhojpuri, Bengali, Tamil, Marathi, Telugu, Malayalam, Kannada, Punjabi and Gujarati, amongst many others.

The coming together of Saregama and Triller will empower the content architects with the prowess of music that has been adored by generations globally.

A melting pot of all things nostalgia and music, Saregama's large repository entails a rich collection bejewelled with Bollywood songs, Devotional music, Ghazals, to name a few, in more than 25 languages while featuring classics from legends like Lata Mangeshkar, Kishore Kumar, Mohammed Rafi, Asha Bhosle, Gulzar, Jagjit Singh, R.D Burman, Kalyanji Anandji, Geeta Dutt, Laxmikant Pyarelal or new songs from popular artistes like B Praak, Badshah amongst many others.

Commenting on the partnership, **Vikram Mehra, Managing Director of Saregama India** said, *"We are extremely elated to partner with Triller and see content creators across the globe using our music to create such innovative content."*

Bobby Sarnevesht, Chairman and co-owner of Triller added, *"Saregama represents the rich diversity of Indian music and we are excited to enter into this important partnership to ensure music publishers are fairly compensated for the legacy they have built over the years. This new agreement reiterates our commitment to supporting publishers in South Asia and around the world as we grow the Triller platform."*

About Saregama India:

Saregama India Limited, formerly known as The Gramophone Company of India Ltd is a RPSG group company owning the largest music archives in India and one of the biggest in the world. The ownership of nearly 50 per cent of all the music ever recorded in India also makes Saregama the most authoritative repository of the country's musical heritage. Saregama has also expanded into other branches of entertainment - publishing, film production and digital content.



About RPSG Group:

RP-Sanjiv Goenka Group is one of India's fastest growing conglomerates with a significant global presence. The Group's businesses include power and energy, carbon black manufacturing, retail, IT-enabled services, FMCG, media and entertainment, and agriculture.

For further information, please contact:

Honey Sheth | honey.sheth@mslgroup.com | 9870097011
Arzoo Chhabra | arzoo.chhabra@mslgroup.com | 9504432768