

April 16, 2019

The Manager,
Listing Department,
National Stock Exchange of India Ltd.,
'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

The Calcutta Stock
Exchange Limited,
7, Lyons Range,
KOLKATA - 700 001

Symbol : SAREGAMA EQ

Scrip Code : 532163

Scrip Code: 017177

Dear Sir / Madam,

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

Re: Press Release on launch of Carvaan Go

Please find enclosed the Press Release on launch of Carvaan Go.

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Saregama India Limited**



Kamana Khetan
Company Secretary and Compliance Officer



Encl: as above

Press Release: 16-04-2019

Carvaan Go: Retro Songs now on the Go

~3000 retro songs in 88gm ~

After breaking various industry norms with Carvaan, Saregama has yet again redesigned modern technology in the most simplistic way for the ease of access and portability with the launch of Carvaan Go.

Just how Carvaan reinstalled lean back listening experience for its users with pre-loaded songs and other features, Carvaan Go is aimed to rejoice the active and on-the-go life of music lovers who want to carry their evergreen classics with them but somewhere struggle find simpler ways to do it.

Carvaan Go with earphone as a primary use case is meant for more personal listening experience. Keeping this in mind, the product consciously has been designed to be very light weight, as low as 88 grams. Music on the go is often associated with mobile phone, Carvaan Go pushes this barrier and introduces an uninterrupted listening experience where there are no phone calls, or messages or a poor network to intrude your music experience.

This works as a great in-car music companion too where you can listen to your favourite retro songs curated by artistes and moods without any ad breaks. This device also lends itself as a wonderful travel partner for long flight or train journeys as there is absolutely no internet required to listen to the preloaded content. Whether you're on your refreshing morning or evening walks, driving or flying, Carvaan Go will be your perfect partner simply offering you uninterrupted listening experience.

Carvaan Go comes preloaded with 3000 evergreen songs categorised into Artistes, Specials and pre curated Playlists, FM/AM and a microSD card slot for your personal music. You can listen to the music through earphones, Aux out cable and Bluetooth. It is also compatible with the Carvaan App which allows one to simply select the songs or playlists from the library of 3000 songs and play through Carvaan Go. It also supports a small in-built speaker for your night time bed side listening. It has a rechargeable battery with 7 hrs playtime.

Vikram Mehra, Managing Director, Saregama says, *"Carvaan's unprecedented success proves that listening to customers pays rich dividends. Carvaan Go is our response to customer want for listening to their favourite music outside home in a lean-back, uninterrupted fashion. It's light (88gm), fits into palm / pocket easily and has longer playback time (7hrs). And just like Carvaan, this product has also been fully designed internally by our employees".*

Carvaan Go will be available on www.saregama.com and all key stores.

About Saregama India:

Formerly known as The Gramophone Company of India Ltd, Saregama owns the largest music archives in India, 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 now expanded into other branches of entertainment – it is involved in publishing.

For further information, please contact:

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