

September 21, 2020

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

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 Malayalam

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

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Saregama India Limited**

Kamana Khetan
Company Secretary and Compliance Officer

Encl.: as above



Saregama launches Carvaan Malayalam

5000 pre-loaded evergreen Malayalam song and Carnatic music

Mumbai, 21 September 2020: After weaving in a nostalgic music experience for its Hindi, Tamil, Punjabi, Bengali and Marathi music lovers, Saregama launches Carvaan Malayalam with pre-loaded 5000 evergreen songs classified into Artistes, Devotional and Carnatic.

Carvaan Mini Malayalam is a treat for all Malayalam and Carnatic music lovers. It offers music by legendary artistes like Prem Nazir, Yesudas , M.S.Subbulakshmi, Sikkil Sisters, N. Ramani, Dr.M. Balamuralikrishna, Kunnakudi Vaidyanathan amongst many others. One can easily choose between favourite artistes, move to Carnatic music or simply play devotional songs depending on the mood and time of the day. No internet is required to play the songs and there are no ad breaks to interrupt the listening experience.

Apart from offering 5000 pre-loaded songs, it comes with other features like AM/FM, Bluetooth, AUX, and USB. This all-in-one product innovation offers a long lasting battery of up to 5 hours along with a one year warranty. With its premium retro look, extensive content library and ease-of-use, it's surely is a best gift for the loved ones.

At competitive price of only Rs. 6190, the device the is available on <https://www.saregama.com/carvaan/malayalam>

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 also has expanded into other branches of entertainment - publishing, film production and digital content.

For further information, please contact:

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