



Saregama Fights Music Piracy Head On. Offers 1.1 Lac Songs For Download At Only Rs 2.

Press Release

Mumbai, July, 2016:

The Indian music industry has been plagued by piracy for decades. Saregama, India's leading end-to-end entertainment service provider, has decided to take the fight with piracy head on. It has launched a monsoon promotion wherein all its 1.1L songs will be available for buy and download from saregama.com for just Rs 2. per song. This includes music from likes of Kishore Kumar, Lata Mangeshkar, Mukesh, Asha Bhosle, Jagjit Singh, Mohd. Rafi, MS Subbalakshmi, Pt. Bhimsen Joshi and more.

Vikram Mehra, Managing Director, Saregama India Ltd. shared his views on the latest offering, *"Piracy is the biggest threat to our music industry. Our research tells us that consumers are ready to choose legal copies over pirated ones, provided they are affordable and easy to buy. This promotion is our response to the consumer talk, and we expect customers to join us in this fight against piracy by buying the legal copies of music."*

There's no limit on the number of songs that can be downloaded. All the songs are available as mp3s as well as uncompressed lossless format. Saregama.com makes shopping for songs a fun and hassle-free experience, as one can pay through net banking, credit or debit cards, PayTM and even through mobile operators as a part of the monthly bill. Apart from Hindi songs across various genres, this offer is also available on songs in Marathi, Bengali, Punjabi and Tamil among other languages.

There is music and then there is quality music. Take your pick.

To avail this limited period monsoon offer, log on to saregama.com and download music of your choice only at Rs 2.

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, television software and digital content. It also runs studio facilities in Dum Dum, Kolkata making it one of the best end-to-end entertainment houses in the country.

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