



Carvaan 2.0

5000 EVERGREEN
PRE-LOADED HINDI SONGS

+



Wi-Fi based

Audio Stations



20,000

Hindi Songs

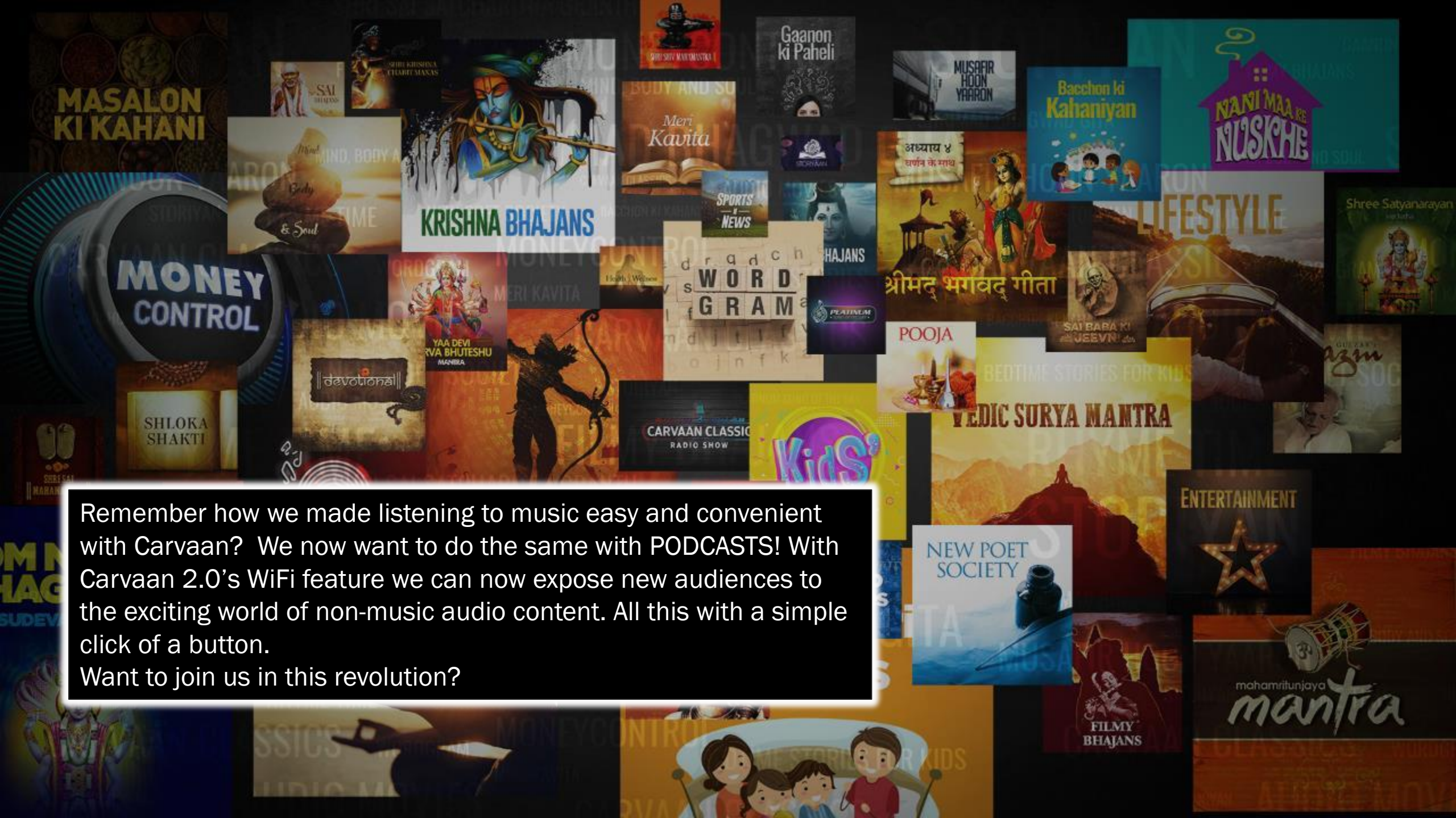


150+

Daily updated
Stations



Religious Books,
Kids Rhymes &
Travel Food,
health, Poems..

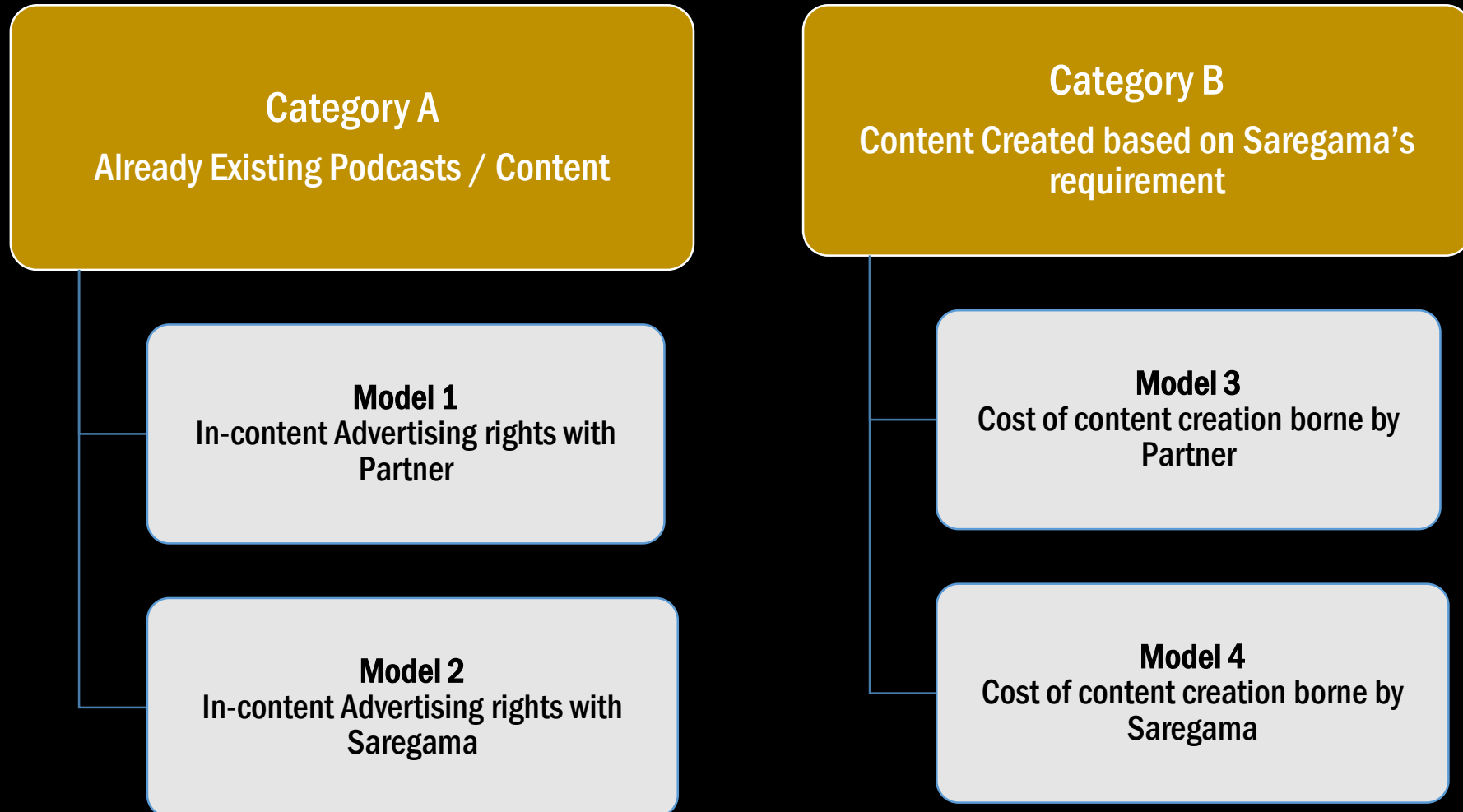


Remember how we made listening to music easy and convenient with Carvaan? We now want to do the same with PODCASTS! With Carvaan 2.0's WiFi feature we can now expose new audiences to the exciting world of non-music audio content. All this with a simple click of a button.

Want to join us in this revolution?

- Carvaan 2.0 hosts non – music content (podcasts) under genres like Entertainment, News, Health, Lifestyle, Auto, Technology, Education, Children’s entertainment, Devotional & Spiritual, etc.
- This can be accessed on-demand by the customer any time of the day
- A Carvaan 2.0 podcast is a series of episodes, each ranging from 5 to 60 minutes of unique content per day
- This can be a limited series of 7 to 10 episodes or a long-term series ranging from 3 months & above.
- Content collaborations are basis the quality & quantity of the catalogue provided by the partner & Saregama editorial discretion.

Partnership models



Standard terms across all the models

- Scheduling of podcasts will be done by Saregama
- Saregama will get 60 seconds promo time before the start of every podcast. This can be used by Saregama to promote other podcasts, its own and/or 3rd party products & services.
- 40% of the net money made by Saregama from 3rd party advertising on podcasts will become part of the Advertising Kitty
- Currently the podcasts will be offered to all Carvaan 2.0 customers free of cost. In case there is a subscription service launched, then 40% of the net subscription money made by Saregama will be part of Subscription Kitty

Category A, Model 1
In-content advertising rights with partner

Content	Advertising	IP of the content	Podcast Channel Naming Rights	Platform Subscription Revenue	In-episode partner promotion	Platform Advertising Revenue	Saregama Youtube
Licensed by Partner to Saregama free of cost	Partner can monetize their podcasts. Carvaan 2.0 to serve as a platform for them to distribute their content as it is	Partner	Partner	Usage based share of Subscription Kitty	Partner can promote themselves in the episode for a maximum for 10 secs per episode	Partner not eligible	Only for content promotion

Category A, Model 2

In-content advertising rights with Saregama

Content	Advertising	IP of the content	Channel Naming Rights	Platform Subscription Revenue	In-episode partner promotion	Platform Advertising Revenue	Saregama Youtube Channel
Licensed by Partner to Saregama free of cost	Partner to provide a clean feed of content, no advertising or brand mentioned. Saregama to insert ads within the episode.	Partner	Partner	Share of Subscription Kitty based on Usage.	Partner can promote themselves post the episode for a maximum of 15 secs.	Share of Advertising Kitty based on Usage.	Only for content promotion

Category B, Model 3

New content created basis Saregama requirement

Content	Advertising	IP of the content	Channel Naming Rights	Platform Subscription Revenue	In-episode partner promotion	Platform Advertising Revenue	Saregama Youtube
Created by Partner at his cost and licensed to Saregama free of cost	Saregama to insert ads in the episodes	Partner	With Saregama	Share of Subscription Kitty based on Usage.	Partner can promote themselves post the episode for a maximum of 15 secs.	Share of Advertising Kitty based on Usage .	Only for content promotion

Category B, Model 4
Partner creates new content basis Saregama requirement against a fee

Content	Advertising	IP of the content	Channel Naming Rights	Platform Subscription Revenue	In-episode partner promotion	Platform Advertising Revenue	Saregama Youtube
Created by Partner for Saregama against a fee	Saregama to insert ads in the episodes	Saregama	Saregama	No	Not Eligible	Not Eligible	Saregama has the right to promote the content & promotions on all platforms

Thank You!

Let's get your content to every home.