

CONTENT BANAO PAISA KAMAO



**CREATE
CONTENT**



**PUT IT IN
CARVAAN**

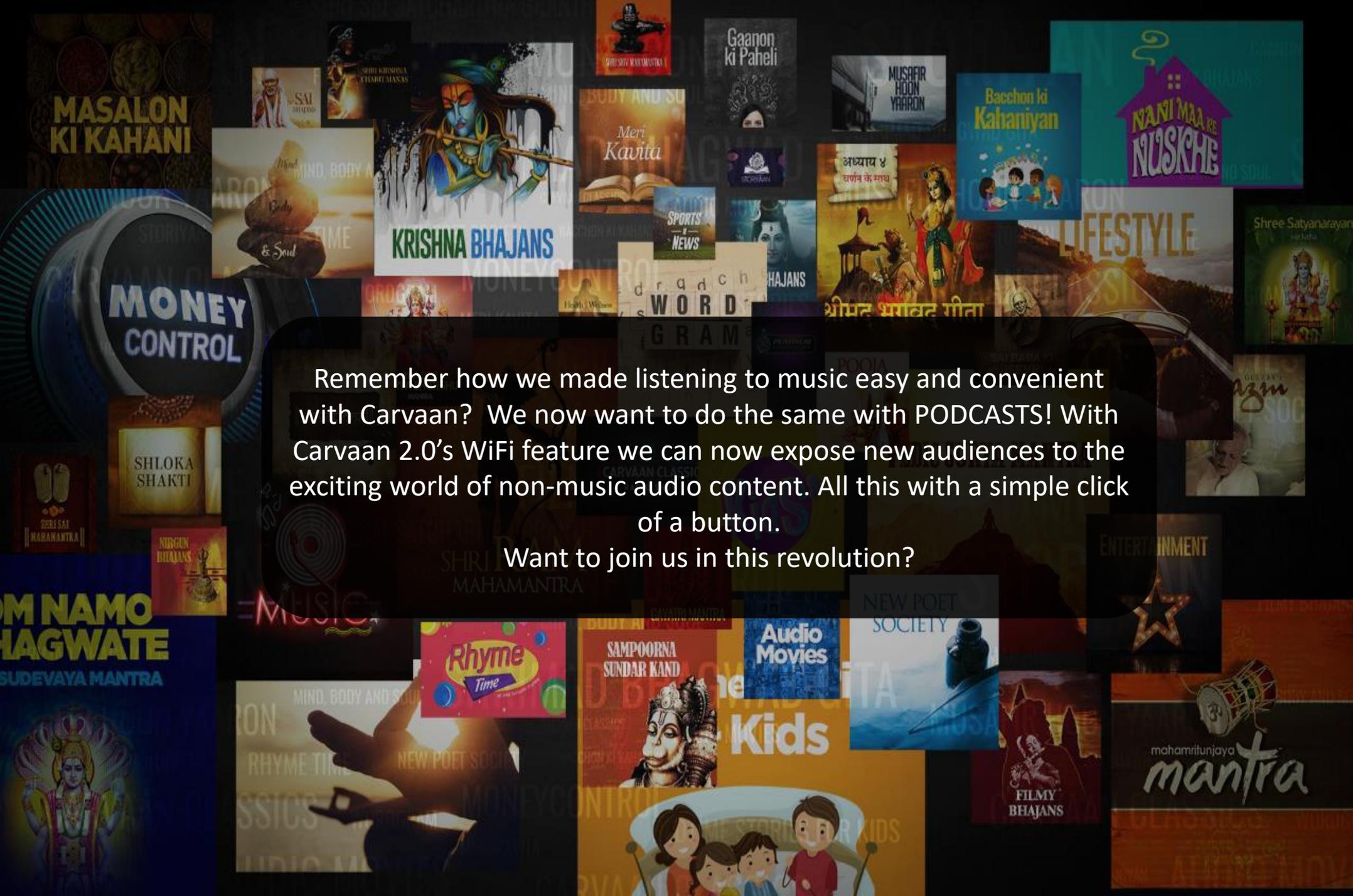


**EARN
MONEY**

SAREGAMA
CARVAAN™ 2.0



CONTENT PARTNERSHIP PROGRAM



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?

MASALON
KI KAHANI

SAI
BHAVAN

SHRI KRISHNA
CHITRE MASSAS

SHRISAI
MAHAMANTRA

Gaanon
ki Paheli

MUSAFIR
HOON
YAARON

Bacchon ki
Kahaniyan

KANI MAA KE
NUSKHE

MIND, BODY AND
& Soul

KRISHNA BHAJANS

Meri
Kavita

SPORTS
NEWS

अध्याय ४
चरण के साथ

LIFESTYLE

Shree Satyanarayan

MONEY
CONTROL

SHLOKA
SHAKTI

SHRISAI
MAHAMANTRA

NIRGUN
BHAJANS

M NAMO
HAGWATE
SUDEVAYA MANTRA

SHRI
MAHAMANTRA

Want to join us in this revolution?

Rhyme
Time

SAMPOORNA
SUNDAR KAND

Audio
Movies

NEW POET
SOCIETY

ENTERTAINMENT

MUSIC

Kids

FILMY
BHAJANS

mahamritunjaya
mantra



What is Carvaan 2.0 ?

All the features of Carvaan Premium



Wi-Fi based Audio Stations/ Podcasts



**20,000
Hindi Songs
via playlist**



**150+ Daily updated
Stations or Podcasts.
Religious Books, Kids
Rhymes &
Travel Food, health,
Poems..**





Carvaan 2.0 hosts non – music content (podcasts) under genres like Entertainment, News, Health, Lifestyle, Auto, Technology, Education, Children’s entertainment, Devotional & Spiritual, etc.

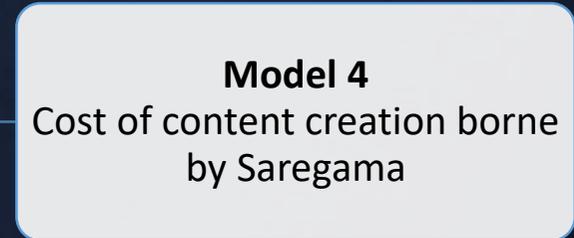
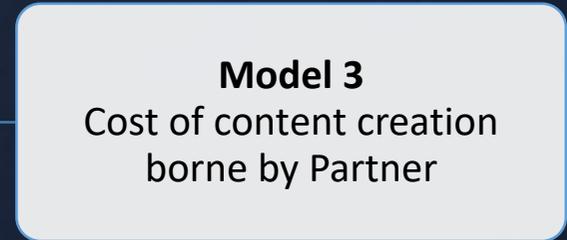
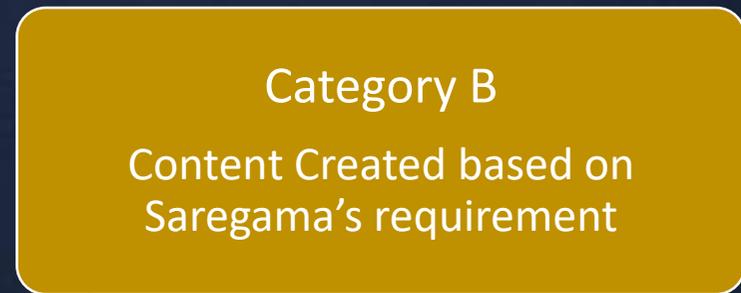
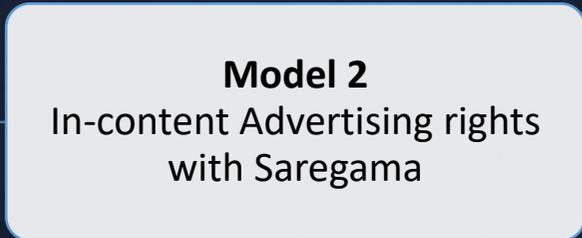
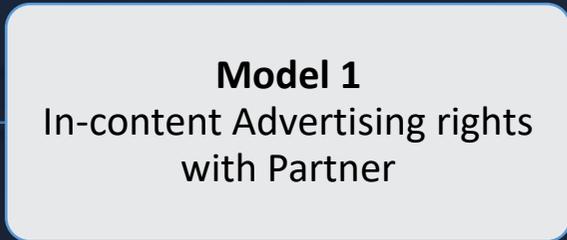
This can be accessed on-demand by the customer any time of the day

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

Category A, Model 2

In-content advertising rights with Saregama

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

Category B, Model 3

New content created basis Saregama requirement

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

Category B, Model 4 : Partner creates new content basis Saregama requirement against a *Fee*

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

DO WHAT
YOU LOVE