

1st April, 2024

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

Symbol: SAREGAMA

Scrip Code: 532163

Dear Sir/ Madam,

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

Please find enclosed the Press Release titled '**Saregama revolutionizes Music Learning with Padhanisa - Learn to sing in Sur with Padhanisa- An AI based Music learning App.**'

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer

Encl.: as above

Saregama revolutionizes Music Learning with Padhanisa ***Learn to sing in Sur with Padhanisa- An AI based Music learning App***

1st April, 2024: Saregama launches – Padhanisa, an AI based music learning app that aims to make Indian vocal learning simple, easy and accessible to everyone across the globe. Saregama, India's oldest music label has expanded its horizon with Padhanisa, from delivering super-hit music for over a century to creating a platform that simplifies music learning.

Padhanisa aims to be a personal singing teacher for those who enjoy singing but have never considered learning due to lack of access to the right resources or fear of judgement.

The app's most compelling feature is its individualized class structure, where every session is uniquely tailored to address the specific needs and goals of each learner. By leveraging advanced algorithms and machine learning capabilities, the app dynamically adjusts lesson plans to accommodate each learner's progress and preferences, ensuring optimal results with every session.

The personalized approach of the app ensures that every individual receives tailored recommendations based on their vocal range, suggestions on warmups and workouts focussed on the key improvement areas. A comprehensive assessment of the performance is shared after every level so that learners can keep improving.

The application not only provides a customised platform for music learning but also offers Live Masterclasses by subject matter experts that help learners acquire in-dept knowledge about music concepts and also clear their doubts through Q&A sessions.

Padhanisa goes a step beyond from just being a music learning platform. It also gives opportunity to singers/ aspirants to earn perpetually by sharing singing videos through the app. And not just this, but a big one with the Music label too! A chance to sing for Saregama under its Talent Hunt program.

Sharing his views on Padhanisa, Vikram Mehra, Managing Director - Saregama India Limited, "Padhanisa is an obvious extension from Saregama. The insight of the app comes from the fact that all Indians' love to sing, be it any occasion or just to feel happy. We truly believe that there are no bad singers, but just untrained ones. So, here we are with an AI based app which trains you to sing in Sur. All you got to do is download the Padhanisa App and start your personalised music learning journey."

From beginners taking their first steps in the world of Indian vocal singing to performers looking to refine their skills, the app caters to singers of all levels and backgrounds. With its user-friendly interface, comprehensive lesson plans and interactive sessions, it's never been easier to learn singing sitting literally from anywhere.

The app offers monthly, quarterly, semi-annual and annual plans along with 7 days free trial period to sample the app. Download the Padhanisa app now from playstore or Apple store. Go try now!

About Saregama India Limited:

Saregama India Limited, formerly known as The Gramophone Company of India Ltd is a RPSG group company owning the largest music archives in India and 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 expanded into other branches of entertainment - publishing, film production and digital content.

About RPSG Group:

RP-Sanjiv Goenka Group is one of India's fastest growing conglomerates with a significant global presence. The Group's businesses include power and energy, carbon black manufacturing, retail, IT-enables services, FMCG, media and entertainment and agriculture.

For further information, please contact:

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