

February 02, 2021

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 EQ

Scrip Code : 532163

Dear Sir/ Madam,

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

Re: Press Release titled “Saregama strikes licensing deal with India’s leading short video platform, Josh”

Please find enclosed the Press Release titled “Saregama strikes licensing deal with India’s leading short video platform, Josh.”

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Saregama India Limited**



Kamana Goenka
Company Secretary and Compliance Officer

Encl.: as above

Saregama strikes licensing deal with India's leading short video platform, Josh

Josh users can now add music to their posts using songs from India's oldest music label

Mumbai, 2-Feb-2021: Saregama, one of India's largest music labels, has announced a music licencing deal with made-in-India, short-video app, Josh by VerSe Innovation. Users of Josh, India's fastest growing and most engaged short-video app today, can now access old and new songs from the Saregama library with over 1,30,000 songs to create innovative content. As part of this deal, Saregama will license its entire catalogue to Josh allowing users to create content inspired from its robust music library in diverse Indian languages like Hindi, Bhojpuri, Bengali, Tamil, Marathi, Telugu, Malayalam, Kannada, Punjabi and Gujarati, amongst many others.

Saregama is India's oldest music label and holds the richest catalogue spanning genres like film/non- film songs, devotional music, ghazals & indipop in more than 25 languages. Users on Josh can now create content to songs by legends like Lata Mangeshkar, Kishore Kumar, Mohammed Rafi, Asha Bhosle, Gulzar, Jagjit Singh, R.D Burman, Kalyanji Anandji, Geeta Dutt and Laxmikant Pyarelal making their experience on the platform even more engaging and fun.

Commenting on the partnership, **Vikram Mehra, Managing Director of Saregama India** said *"Our partnership with Josh is another example of how more and more people find evergreen music relevant, with age no-bar. Saregama has music to offer to all generations and age groups across languages. It's great to associate with Josh and see such innovative content getting created."*

Over 77 million monthly active users will now be able to explore the Saregama music library on Josh which celebrates the mahagathbandhan of 200+ exclusive top creators, India's biggest music labels, the hottest entertainment format, and formidable user demographics.

Speaking on the partnership, **Umang Bedi, Co-founder, Josh** said *"Music is a universal language, and language is at the heart of every endeavor and innovation at Josh. This partnership is a great reminder of that focus – one that makes sure there's a song for every user, creator and moment on Josh, today. If a 2020 movie could recreate a 1951 Albela classic into a quirky, pandemic soundtrack, who knows of the myriad possibilities when you expose creative minds and souls to an evergreen music library. What better way to celebrate a new decade of creativity, than to welcome Saregama into our vast music library."*

About Saregama India:

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. Apart from music creation and licensing, Saregama is also involved in Retailing of Carvaan, Film Production under Yoodlee banner and production of TV serials.

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-enabled services, FMCG, media and entertainment, and agriculture.



About Josh:

Josh is a made-in-India, short-video app launched in September 2020 by VerSe Innovation, as a commitment towards expanding its family of apps focused on Bharat. Josh celebrates the mahagathbandhan of 200+ exclusive top creators, India's biggest music labels, the hottest entertainment format, and formidable user demographics. Currently, Josh is the fastest growing and most engaged short video app in India with over 77 million MAUs (Monthly Active Users), 36 million DAUs (Daily Active Users) and 1.5+ billion video plays per day. Its users get to enjoy bite-sized videos up to 120 seconds ranging across categories including viral, trending, glamour, dance, devotion, yoga and cooking, among others. The Josh app is available on Android and iOS.

For further information, please contact:

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