



**RP - Sanjiv Goenka
Group**

Growing Legacies



September 3, 2019

The Manager,
Listing Department,
National Stock Exchange of India Ltd.,
'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

The Calcutta Stock
Exchange Limited,
7, Lyons Range,
KOLKATA - 700 001

Symbol : SAREGAMA EQ

Scrip Code : 532163

Scrip Code: 017177

Dear Sir / Madam,

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

Re: Press Release on launch of Carvaan Mini Shrimad Bhagavad Gita

Please find enclosed the Press Release on launch of Carvaan Mini Shrimad Bhagavad Gita.

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Yours faithfully,
For Saregama India Limited

Kamana Khetan
Company Secretary and Compliance Officer
Encl: as above



Saregama launches Carvaan Mini Shrimad Bhagavad Gita

~A dedicated variant designed to explain the preachings of Shrimad Bhagavad Gita in the simplest way ~

Mumbai, 3rd September: After the successful launch of Carvaan Mini variants in spiritual genre like Bhakti and Gurbani, Saregama launches a dedicated variant of Carvaan Mini - Shrimad Bhagavad Gita pre-loaded with 18 Adhyay, 700 verses and over 100 Krishna Bhajans. The verses play in Sanskrit along with translation in simple Hindi language making it easy for every generation to understand. All the verses are recorded in soothing and affirmative voice of Shailendra Bharti. Additionally, it also has more than 100 Krishna Bhajans sung by legends like Lata Mangeshkar, Hari Om Sharan, Jagjit Singh, Anup Jalota and many more. Carvaan Mini Shrimad Bhagavad Gita is one of its kind audio player at this price point.

Carvaan Mini Shrimad Bhagavad Gita is an ideal product for everyone who wants to understand the ancient preaching scripted in the book and its relevance in today's life. The device is extremely simple to operate and can be used by people across different age groups. Like all Carvaan Mini variants, this too offers uninterrupted listening experience without any internet or ad breaks.



Carvaan Mini Shrimad Bhagavad Gita doubles up as an FM/ AM radio with the option to tune into local station anytime. The listeners can also enjoy their personal music collection on Carvaan Mini by plugging in a USB drive or by connecting their phones via Bluetooth. It comes with a long-lasting battery life and listeners can revel in upto 4 hours of uninterrupted music. Not just this, Carvaan mini also supports Aux/ Aux Out feature. It comes with 6 months warranty across India.

Vikram Mehra, Managing Director, Saregama India Limited says, *"Bhagwad Gita is relevant for all generations and age groups. Carvaan Mini Shrimad Bhagvad Gita is our attempt to bring the teachings of Bhagwad Gita to every home in simple Hindi language at just press of a button"*

The Carvaan Mini Shrimad Bhagavad is reasonably priced at Rs 2490/- and is available on the Saregama website and your nearest retail outlets.

Log in to www.Saregama.com and book one for your family today! We will gift wrap it for you at no additional cost to make the occasion even more special.

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.



For further information, please contact:

Honey Sheth | honey.sheth@msslgroup.com | 9870097011

Arzoo Chhabra | arzoo.chhabra@msslgroup.com | 9504432768