

June 18, 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 titled "Saregama reinvents Carvaan with hundreds of Podcasts"**

Please find enclosed the Press Release titled "Saregama reinvents Carvaan with hundreds of Podcasts."

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 reinvents Carvaan with hundreds of Podcasts

*~5000 evergreen retro songs, access to 15000 additional songs and a host audio stations via WiFi~*

### Press Release:

**18 June'19, Mumbai:** Saregama Carvaan takes a technology and content leap with Carvaan 2.0 by giving access to hundreds of daily updated Wi-Fi based audio stations along with 5000 evergreen pre-loaded songs. Like the original version, Carvaan 2.0 also stands by its promise of simplicity, nostalgia and a lean back listening experience. The device now comes with a fourth category named "Wifi" along with Artistes, Specials and Geetmala.

The pre-loaded 5000 songs continue to be accessed anytime without internet along with other features like FM/ AM, USB & Bluetooth. In addition, the customer can now one-time connect her Carvaan 2.0 to home wifi using free companion app, and then access hundreds of audio stations including specially curated playlists offering 20k Hindi songs. A lot of care has been taken to keep the connectivity and content access process simple and intuitive. This stations cover genres like Devotional, Entertainment, Music , Health and wellness , kids, Sports, News , lifestyle. Some of the prominent stations are Bhagwad Geeta ka Saar, Sampoorna Sundarkand, Nani Maa ki Nuskhe, Musafir hoon Yaaron, Wordgram, Open Mike (poetry), Bachchon ki Kahaniyan, Bedime stories, Stock Market updates etc. Each of these 150+ stations is updated regularly, and can be accessed on-demand and maintains bookmark. With so much high quality podcasting content being created, we believe that the available number of stations will touch 1000 within a few months.

Talking about the latest launch, **Mr Vikram Mehra, Managing Director, Saregama India** said, "Carvaan 2.0 is our response to consumer feedback about widening the content offering on Carvaan. The list of new audio stations cut across the age groups and offers something to every member of the family. Next few months will see us enhancing the content offering by working with a wide range of content creators who see Carvaan as an effective platform for disseminating their audio content"

Carvaan 2.0 is available in Classic Black and Emerald Green at Rs 7990. The same has been launched in Gold variant as well with iconic Harman Kardon speakers in two colors - Champagne Gold and Rose Gold at Rs 15990. Carvaan 2.0 has a rechargeable battery lasting up to 5-6 hours and promises 1 year door step warranty backed by an all India service network.

Both the newly launched variants are available on [www.saregama.com](http://www.saregama.com)

### **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:**

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