



Carrying Indian Festivals and Traditions to the next Generation

Pujas, mythology, aartis, bhajans and more from Saregama Shakti App

Press Release:

Mumbai, 27th September, 2016: In today's fast paced life of double income, nuclear families, and so much to chase in one lifetime, family traditions have taken a back seat. While the intent of celebrations stay intact, the understanding of every ritual seems to reduce every passing generation.

The tales of Gods and Goddesses, the triumph of good over evil that we grew up listening from our grandparents have become a thing of the past. With technology being the core of one's life cycle, it only seems apt that we bridge that gap and there be revive our deep rooted traditions.

In an attempt to bring back the festive cheer, Saregama through its devotional music app – Saregama Shakti has launched an exciting new feature that will act as a one stop guide to the correct way of conducting various *Pujas and Aartis*. So, now you don't have to worry about not knowing the legend behind every *Vrath*, the *Aarti* verses, the *Puja Samagris* or figure out how to explain mythological significances to your children because Saregama Shakti fulfills every demand on the touch of a finger.

The Shakti app already features *bhajans* (devotional songs) by renowned artistes like Lata Mangeshkar, Anup Jalota, Jagjit Singh and Asha Bhosle among many others. This additional feature provides the audience a step-by-step guide, right from the introduction of a ritual to the reason, the different preparations that needs to be done by the host for the *Puja*, a detailed list of material required, special *Prasad* recipes, fasting rituals observed on various occasions and finally concluding with a glimpse into the actual *Puja* ceremony. Saregama has also added a gifting option to the app where you can gift someone an annual subscription of the app.

"Our research showed that with nuclear families on the rise, a lot of young couples and individuals who stay away from families want to celebrate the festivals in a tradition followed in their households. Problems arise when they are unaware of the right methods and vidhis. With this insight, we have added this new feature to our Shakti app. We wanted to create a user friendly interface to help conduct Pujas during festivals. The internet can be quite unreliable with various unverified sources. So we've emulated these rituals with the help of a

several pandits across
Director, Saregama India Ltd,



India."Vikram Mehra, Managing
said in a statement.

This additional feature will be welcomed by all devotees who want to feel empowered with the knowledge of how to conduct a Puja without getting intimidated by the complexities of it. The idea is to make it a simple and an easy process for the viewer who wants to find peace and tranquility, literally at their fingertips. The app will have a list of Pujas for all religious occasions starting from Janmashthami, Ganesh Chaturthi, Navratri, Karva Chauth and Diwali among many others.

Get ready to take matters in your own hands when it comes to serving the Almighty

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, television software and digital content. It also runs studio facilities in Dum Dum, Kolkata making it one of the best end-to-end entertainment houses in the country.

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