



MUSIC -The Perfect Gift for Your Loved Ones

There are soulful lyrics that console you during a heartbreak, beautiful voices that describe your love for someone special. Songs that lift you up or bring you down with a particular memory or a moment in time. Music is eternal and this is why it is the perfect gift for friends, family and employees.

In its latest offering, Saregama India – the country’s largest owner of this timeless collection of music, launched Saregama Music Cards in April, 2016. Each music card comes with 150+ HD songs pre-loaded on a 4GB USB memory card, making it convenient to use on laptops, computers, car music systems and any other USB port.

Within weeks of its launch, these music cards revived the music category on India’s leading e-commerce website, Amazon and became a best seller product in that category. **The past 5 months has also seen orders for corporate gifting from various industries such as Pharmaceuticals, Automobiles, Banking, etc. Over 1 lakh music cards have been ordered and customised as per requirements.** Kishore Kumar and Lata Mangeshkar songs are the usual favourites but given Saregama’s extensive portfolio of regional languages, cards for Malayalam songs by Yesudas, Tamil songs by Ilayaraja and Rabindra Sangeet in Bengali is also something that is being undertaken.

Available on www.saregama.com/musiccard

150 HD quality songs: Rs.500/-

200 HD quality songs: Rs.600/-

Make a relationship of a lifetime with music as there wasn’t and there will be nothing more powerful a bond.

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.

For more information, please contact:

MSLGROUP

Khushboo Parekh +919833459223, khushboo.parekh@mslgroup.com

Aditi Sah +919819069170, Aditi.sah@mslgroup.com