



Saregama Carvaan: Digital audio player with pre-loaded 5000 retro songs

Expected to become no.1 gift item in India

Press Release:

8th May, 2017: Continuing with its mission of offering music in both digital and physical formats, Saregama is now launching a global first, a portable digital audio player *with in-built stereo speakers and 5000 evergreen Hindi songs inside*. Branded as Carvaan, this audio player combines the best of digital technology with the convenience and ease of use of a physical form factor.

These 5000 songs available on Carvaan have been handpicked using big data and categorised based on singers, lyricists, music composers, moods etc. Each category can be selected by turning a jog-dial. So literally, with a simple turn of a knob, one can switch from Kishore Kumar classics, to R.D Burman's pulsating hits, to timeless love songs or to soulful Sufi tracks – all in their original versions, back-to-back without any ads. Carvaan's music collection also includes the entire Ameen Sayani's Geetmala countdown collection spanning 50 years.

With the option to tune into FM Radio, Carvaan doubles up as a home radio too. It's possible to enjoy one's personal collection of songs by plugging in a USB drive or streaming songs from a phone to Carvaan via Bluetooth. It works on a rechargeable battery that lasts up to 5 hours. The product is backed by an all India service network, providing 1-year doorstep warranty support.

Vikram Mehra, Managing director of Saregama India says, *"Old Hindi songs are like Mom's food...craving for it never goes away. Carvaan offers you the best of retro Hindi music at the press of a button. We expect it to become the no.1 gift item in India within 12 months."*

Carvaan is being launched in 2 colours at an introductory pricing of Rs. 5990. It can be purchased from all major e-tailers, chains like Croma, Reliance Digital etc. and electronic and TV stores across the country from 22nd May onwards. Anticipating the mad rush for the product, Saregama has opened a limited pre-booking option on Saregama.com from 2nd May onwards.

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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