



Saregama launches Classical Studio

Where legends of Indian Classical music come together

An additional feature of the Saregama Classical app that will bring to you iconic performances of the legends of Indian Classical music

Press Release

Mumbai, June 29, 2016:

It's an exhilarating feeling when one speaks of the legends of Indian Classical music and to watch them perform against the backdrop of mystical historical monuments, that takes us back in time is nothing less than surreal. Saregama India, India's leading end-to-end entertainment solution provider brings to you Classical Studio where you can watch your favourite artistes from Pandit Jasraj singing the Khayal Mata Kalika at Mehrangarh Fort, Jodhpur to Ustad Amjad Ali Khan performing Raga Malkauns at the beautiful Purana Qila in New Delhi while you are on the go. This endeavour is a step forward from Saregama to give music aficionados an experience like never before.

Vikram Mehra, Managing Director, Saregama India Ltd. shared his views on the latest development, *The response to Saregama Classical since its launch has been phenomenal. We've got listeners not only from India but also from USA, Kenya & UK. We know that a lot of Classical music aficionados love listening to this genre of music live and that's what we are hoping to achieve by adding 'Classical Studio' as a new feature to this app. You can now watch your favourite artistes as if they are performing live on your mobile or tablet.*

Saregama Classical Studio is a unique video series putting forth India's cultural strength on a global stage through their Saregama classical mobile application. Classical Studio will enhance your experience with a visual delight of artistes like Pt. Jasraj, Ustad Amjad Ali Khan, Ajay Prasanna, Hari Prasad Chaurasia, Bickram Ghosh amongst others performing against mesmerising locations across India such as Humayun's Tomb, Purana Qila, Mehrangarh Fort, Hawa Mahal and Panch Rathas. An effort of more than a year and meticulous research to select the most amazing historical places has gone in to reflect the vivid personalities of the artistes performing there.

Last September, Saregama India paid ode to the heritage of Indian Classical Music by launching 'Saregama Classical', a mobile based application which houses one of the largest collection of Hindustani, Carnatic & Fusion music. Classical studio is an additional feature to enhance your experience with the Saregama Classical app. The feature is live on the 'Saregama Classical' app in both audio and video format under the section 'Classical Studio'. A subscriber can also use the offline feature to view this content on a later date.

Get ready to watch and listen to some soulful music with Classical studio only on Saregama Classical App.

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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