

Saregama launches Lata Mangeshkar Music Cards

In its endeavour to bring back Bollywood classics, Saregama launched Music Cards for GEN Y

Press Release

Mumbai, 23rd September, 2016:

Bharat Ratna and Dadasaheb Phalke award recipient, Lata Mangeshkar, who ruled the golden period of Indian music for almost seven decades, celebrates her 87th birthday on 28th September. Famously known as the ‘Voice of India’, she has recorded more than thousand Hindi film songs and has sung in over 36 regional and foreign languages. On this occasion, Saregama has released 200 best songs of the legendary Lata Mangeshkar in their carefully curated offering – the Music Cards.

Saregama Music Cards come with 200 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. Listen to classics such as ‘Yeh Raat Bheegi Bheegi’ from Chori Chori, ‘Barsaat Mein Humse Mile’ from Barsaat, ‘Dil Deewana’ from Maine Pyar Kiya, ‘Woh Bhooli Dastan’ from Sanjog and hundreds of evergreen songs sung by Lata Mangeshkar.

Music Cards are readymade playlists for easy listening and a perfect gift for your parents. Available on Saregama.com Amazon and Snapdeal for INR 600.

Apart from the Music Cards, one can also download Lata ji’s exclusive songs from 1940s on saregama.com for just Rs. 2/-





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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