



Saregama India partners with Pen Movies for music rights

Press Release:

24th October, 2016: Saregama India signed a two movie deal with Pen Movies for the acquisition of music rights of their upcoming Bollywood releases which includes Kahaani 2 – Durga Rani Singh. This strategic partnership sees Saregama’s return to film music acquisition after a six year gap.

Vikram Mehra, Managing Director, Saregama India Ltd. shared his views on the collaboration, *“Saregama was always going to get back to film music. It’s our legacy, part of our DNA. We were waiting for the right time and the right partnership which we found with Jayantibhai Gada and Pen Movies.”*

Jayantilal Gada of Pen Movies says, *“We at Pen are extremely proud to be associated with Saregama, the pioneering music label in India. I feel the platform that Saregama will give to Kahaani 2 - Durga Rani Singh will help the film immensely. I also thank Saregama for giving some great Bengali music for the film, which I’m sure the audiences will love to hear.”*

Kahaani 2 – Durga Rani Singh is the much awaited mystery thriller featuring Vidya Balan and Arjun Rampal slated to release on 2nd December.

About Saregama India Ltd:

Listed on the NSE and BSE, Saregama India Limited, is India’s largest and best-known music recording company.

Formerly known as The Gramophone Company of India Ltd, Saregama owns the largest music archives in India, one of the biggest in the world. 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