



September 10, 2020

The Manager,  
Listing Department,  
National Stock Exchange of India Ltd.,  
'Exchange Plaza', C-1, Block G,  
Bandra- Kurla Complex,  
Bandra (East),  
MUMBAI - 400 051

The Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
MUMBAI - 400 001

The Calcutta Stock  
Exchange Limited,  
7, Lyons Range,  
KOLKATA - 700 001

Symbol : SAREGAMA EQ

Scrip Code : 532163

Scrip Code: 017177

Dear Sir / Madam,

**Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

**Re: Press Release titled "Saregama strikes global licensing deal with ShareChat and Moj"**

Please find enclosed the Press Release titled "Saregama strikes global licensing deal with ShareChat and Moj"

Kindly take the same on record.

Thanking you,

Yours faithfully,  
For **Saregama India Limited**

**Kamana Khetan**  
**Company Secretary and Compliance Officer**  
Encl: as above



## Saregama strikes global licensing deal with ShareChat and Moj

*Sharechat and Moj users can now add music to their posts using songs from India's oldest music label*

**Mumbai, 10 September 2020:** ShareChat announced a global licensing deal with Saregama, one of India's largest music labels today that would allow for its users to create amazing new content and add to their social experience on the ShareChat and Moj platforms.

As part of this deal, Saregama will license its large catalogue to both platforms allowing for the large community of ShareChat and Moj members to create their own short video content using the Saregama library. The robust music library offers thousands of songs in diverse Indian languages like Hindi, Bengali, Tamil, Marathi, Telugu, Malayalam, Kannada, Punjabi, Gujarati, Bhojpuri amongst many others.

Saregama is India's oldest music label and holds the richest catalogue spanning across genres like film / non- film songs, devotional music, ghazals & indipop in more than 18 languages.

With this partnership, users would be able to use songs from legends likes Lata Mangeshkar, Kishore Kumar, Mohammed Rafi, Asha Bhosle, Gulzar, Jagjit Singh, R.D Burman, Kalyanji Anandji, Geeta Dutt and Laxmikant Pyarelal etc. making their experience on the platform more engaging and fun.

Commenting on the partnership, **Vikram Mehra, Managing Director of Saregama India** said *"It's great to partner with ShareChat for both their apps. Saregama has a very large library of Hindi and regional music which is just apt for a platform like this where users are so innovatively creating content using music."*

Over 180 million active users across ShareChat and Moj would now be able to explore the Saregama music library.

**Berges Y Malu, Director, Sharechat** said, *"Music is an integral part of Moj and as we build India's youngest short video platform, we are incredibly excited to partner with Saregama to allow our community of users to create fresh new content alongside their favourite retro music from Saregama."*

### **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 its significant presence in licencing, publishing, retail, digital and films.

### **About ShareChat:**

ShareChat is the largest Indian language social media platform that allows users to share their views, record their lives and make new friends - all within the comfort of their native language. Spearheading India's internet revolution, ShareChat is changing the way in which the next billion users will interact on



the internet. For more information, download the ShareChat app from the [Play Store](#) or visit <https://we.sharechat.com>.

**About Moj:**

Built by ShareChat, Moj is the new destination for short video content in India. Our mission is to provide a platform for short form video content that both amazes and entertains, while providing a space for the Indian creator community that is vibrant and welcoming.

Available in 15 languages on both iOS and Android, Moj has an easy to use UI and new features being added daily. Click [here](#) to download Moj on your smartphone

Please write to [press@sharechat.co](mailto:press@sharechat.co) if you need detailed understanding around ShareChat and Moj.

**For further information, please contact:**

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