

May 17, 2019

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 on launch of Carvaan Mini Kannada**

Please find enclosed the Press Release on launch of Carvaan Mini Kannada.

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Saregama India Limited**



Kamana Khetan
Company Secretary and Compliance Officer



Encl: as above

Saregama launches Carvaan Mini Legends for Kannada music enthusiasts

~ An audio player packed with 351 Superhit Retro Kannada Songs ~

Saregama launches Carvaan Mini Legends preloaded with 351 superhit retro kannada songs from legendary artistes like Dr. Rajkumar, Vishnuvaradhan, Ambareesh, Shankar Nag amongst others. This portable bluetooth speaker houses hand-picked collection of superhits like “*Thamnam Thamnum..*”, “*Jeeva Veene..*”, “*Jo Jo Laali Na..*” and many more . Along with 351 pre-loaded songs it has other added features too like Bluetooth, USB , Aux in and FM/ AM making it a perfect music companion for all times. This is an easy to carry device which comes with a six-month warranty period and approximately 4-5 hours of battery back-up to enjoy non-stop music.

Talking about the product, **Vikram Mehra, MD, Saregama India** said, “*Carvaan Mini Legends – Kannada is yet another entry into the regional market. The previous launches in various regional languages like Tamil, Telugu, Bengali & others have got rave reviews in their respective regional pockets. Carvaan Mini Legends - Kannada offers 351 superhit retro kannada songs along with all other features like Bluetooth, USB, FM/ AM, Aux making it a must have for all Kannada music lovers*”

Carvaan mini – Kannada is economically priced at Rs 2490/-.

You can buy your own Carvaan Mini – Kannada on www.saregama.com.

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.

For more information, please contact:

MSL India

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