

December 15, 2020

The Manager,
Listing Department,
National Stock Exchange of India Limited
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

Symbol: SAREGAMA EQ

Scrip Code : 532163

Dear Sir/ Madam,

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

Re: Press Release titled “Saregama Launches top end version of Carvaan with an inbuilt screen”

Please find enclosed the Press Release titled “Saregama Launches top end version of Carvaan with an inbuilt screen.”

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **Saregama India Limited**

Kamana Goenka
Company Secretary and Compliance Officer

Encl.: as above



Now sing along with Carvaan Karaoke Saregama Launches top end version of Carvaan with an inbuilt screen

Mumbai, 15 Dec 2020: Whether you fancy good old retro classics of Lata Mangeshkar or the best of Mohd Rafi, nothing brings out the unapologetic singer in you like a good old karaoke evening. Betting on new technology and a 100 year legacy, Saregama turns a new leaf with the introduction of Carvaan Karaoke offering yet another entertaining and engaging product experience. Carvaan Karaoke comes with inbuilt screen which glides upon smoothly to display song lyrics. It does not require any external set up and is an easy plug and play.

Carvaan Karaoke comes with 1000 pre-loaded Karaoke tracks, 5000 evergreen Hindi songs and 280 + music & non -music based podcasts to suit interest of every member of the family. It supports other functions like FM/ AM/ BT/ Aux Out & HDMI connectivity as well. It comes with two mics with eco control. If one wishes, the lyrics can be projected on TV or projector via HDMI. This comes at a perfect time where most people are still home restricted due to pandemic and missing out on party fun. Carvaan karaoke is just apt for house parties this festive season.

It is extremely simple to operate, portable and looks premium in rich metallic red colour.

Talking about the latest launch, **Mr. Vikram Mehra, Managing Director, Saregama India** said, *“Carvaan Karaoke is a complete one stop solution for all retro music lovers . Not just listening to evergreen songs but singing along with family and friends from the comfort of your house is a priceless experience”*

Carvaan Karaoke is priced at Rs 19990, available on saregama.com, amazon.in and flipkart.

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 also has expanded into other branches of entertainment - publishing, film production and digital content.

For further information, please contact:

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