

Date: 25th November, 2024

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 General Manager
Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001

Symbol: SAREGAMA

Scrip Code: 532163

Subject: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations") regarding further Investment in Material Subsidiary Company by way of subscription towards Rights Issue.

Dear Sir/ Madam,

Further to our earlier communication dated 28th September, 2023 regarding acquisition of controlling equity stake of Pocket Aces Pictures Private Limited ("**Pocket Aces**"), by way of secondary/ primary acquisition, in one or more tranches, we hereby inform you that Saregama India Limited ("**the Company**") has further invested an amount of Rs. 15,00,05,625 (Rupees Fifteen Crores Five Thousand Six Hundred Twenty-Five only) by way of subscription to the additional 25,975 fully paid-up Equity Shares of face value Rs. 10/- each of Pocket Aces offered through rights issue. The shares rank *pari-passu* to existing Equity Shares of the Company. Post-Acquisition, the Shareholding of the Company in Pocket Aces has increased from 51.82% to 53.51%.

This investment has been approved by the Finance Committee of the Board of Directors of the Company at a meeting held today i.e. 25th November, 2024.

The details required to be furnished in compliance with Regulation 30 read with Schedule III Part A, Para A (1) of SEBI Listing Regulations read with SEBI Circular SEBI/HO/CFD/CFD-PoD1/P/CIR/2023/123 dated 13th July, 2023 is enclosed herewith as "**Annexure - A.**"

This information is available on the website of the Company www.saregama.com.

You are requested to kindly take the abovementioned on record.

Yours Faithfully,
For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer

Encl: As above

“Annexure - A”

Disclosure of information pursuant to Regulation 30 of SEBI Listing Regulations, read with SEBI Circular No. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated 13th July, 2023.

Sr. No.	Particulars	Details
a.	Name of the target entity, details in brief such as size, turnover etc.;	<p>Name: Pocket Aces Pictures Private Limited</p> <p>Turnover for FY 24 : Rs. 8859.17 Lakhs</p> <p>Brief details: Pocket Aces is a Youth-focussed digital content creator and publisher, boasts of an IP catalogue of over 3000 content pieces ranging across web series, sketches, music videos and reels on its channels FilterCopy, Nutshell and Gobble, and releases over 30 new pieces of content every day. The company’s talent management arm, Clout, manages over 100 digital talent, and its long-form studio, Dice Media, has created relatable youth-centric web series across OTT platforms such as Netflix, Hotstar, and Amazon.</p>
b.	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	<p>Pocket Aces, being a Material subsidiary of the Company is a Related Party of the Company. Thus, the investment in Pocket Aces is in the nature of Related Party Transactions and is on an arm’s length basis.</p> <p>The Company is interested in transaction to the extent of its Shareholding. Other than this, none of the Company’s promoter/ promoter group /group companies have any interest in the investment.</p>
c.	industry to which the entity being acquired belongs;	Digital Entertainment.
d.	objects and impact of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the Company);	<p>For general corporate purpose of material subsidiary.</p> <p>Impact: Acquiring Pocket Aces will add on a whole new dimension of IP and a distribution network of over 95 million followers, which Saregama will leverage to further popularize its music library among the 18-35 audience segment. It will also create synergies across the artiste & influencer management and long-format video creation businesses of the two companies.</p>
e.	brief details of any governmental or regulatory approvals required for the acquisition;	Not Applicable

f.	indicative time period for completion of the acquisition;	The entire process of issuance is expected to complete in 60 days in one or more tranches.								
g.	Nature of consideration - whether cash consideration or share swap and details of the same	Cash Consideration								
h.	Cost of acquisition and/or the price at which the shares are acquired;	Further investment of an aggregate value of Rs. 15,00,05,625 (Rupees Fifteen Crores Five Thousand Six Hundred Twenty-Five only) has been made via subscription to the Right issue of 25,975 Equity Shares of Rs. 10/- as offered by Pocket Aces Pictures Private Limited.								
i.	Percentage of shareholding / control acquired and/or number of shares acquired;	Post-acquisition of 25,975 shares of Rs. 10/- each of Pocket Aces through a primary subscription, the holding percentage of the Company has increased to 53.51%.								
j.	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	<p>Pocket Aces is a digital entertainment company. It is one of the few companies with a holistic presence across digital media ecosystem. It manages influencers across categories, produces long form content across platforms, and publishes snackable short form content.</p> <p>Pocket Aces was incorporated on 10th December, 2013, under provisions of Companies Act, 2013, having its registered office in Mumbai.</p> <p>Pocket Aces' last three years Turnover are as follows:</p> <table border="1"> <thead> <tr> <th>Financial Year</th> <th>(INR Lakhs)</th> </tr> </thead> <tbody> <tr> <td>2023-24</td> <td>8859.17</td> </tr> <tr> <td>2022-23</td> <td>1,0267.93</td> </tr> <tr> <td>2021-22</td> <td>9734.20</td> </tr> </tbody> </table>	Financial Year	(INR Lakhs)	2023-24	8859.17	2022-23	1,0267.93	2021-22	9734.20
Financial Year	(INR Lakhs)									
2023-24	8859.17									
2022-23	1,0267.93									
2021-22	9734.20									

Yours Faithfully,
For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer