

June 3, 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 and Facebook strike global licensing deals".**

Please find enclosed the Press Release titled "Saregama and Facebook strike global licensing deals".

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 and Facebook strike global licensing deals.**

*Facebook and Instagram users can now add music to their posts and stories from India's oldest music label*

**Mumbai, 03 June 2020:** Saregama announced a global deal with Facebook, to license its music for video and other social experiences across Facebook & Instagram.

This partnership will allow users to choose from a wide variety of music to add to their social experiences such as videos, stories via music stickers and other creative content. People will also be able to add songs to their Facebook Profile.

Saregama is India's oldest music label with a rich catalogue of over 100,000 songs across many different genres including film songs, devotional music, ghazals & indipop in more than 25 languages.

Starting now, people will be able to use music from India's best evergreen catalogue with classics from legends like Lata Mangeshkar, Kishore Kumar, Mohammed Rafi, Asha Bhosle, Gulzar, Jagjit Singh, R.D Burman, Kalyanji Anandji, Geeta Dutt and Laxmikant Pyarelal, making their experience on the platform more vibrant, personal and engaging.

Commenting on the partnership **Vikram Mehra, Managing Director of Saregama India** said "We are pleased with this partnership as now millions of Facebook users will be able to add music from our vast catalogue to stories and videos they create and share."

**Manish Chopra, Director and Head of Partnerships, Facebook India** added, "At Facebook, we believe music is an integral part of self-expression and bringing people closer together and creating memories that last. We are very proud to partner with Saregama that will allow people on our platforms, globally, to use their favourite retro Indian music to further enrich their content on our platforms."

### **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 expanded into other branches of entertainment - publishing, film production and digital content.