



Press Release

Shemaroo Entertainment Limited extends its relationship with The Orchard

The Orchard to distribute and market Shemaroo's music catalogue on iTunes in the Middle East and North Africa (MENA)

20th November, 2014: Mumbai: Shemaroo Entertainment Limited, extended its relationship with **The Orchard** for distributing and marketing Shemaroo's music catalogue on iTunes in the Middle East and North Africa (MENA) region.

Earlier this year, **Shemaroo Entertainment**, an established integrated media content house had entered into a strategic alliance with **The Orchard**, an international distributor of digital content, to distribute its music content in Latin America, North America, Europe and Asia Pacific. The deal allows Orchard to exploit Shemaroo's music catalogue on more than 100 international digital platforms like iTunes, Spotify, Rhapsody, eMusic, Virgin FR, Amazon Digital Services Inc, Xbox Music, rDio, MediaNet, etc. The vast repertoire of audio includes film, non-film across multiple genre like folk, pop, sufi, qawwalis, kid's music and Regional music.

In all it means, that the audience far from their home land will no more miss the *desi* (Indian) music. Not only this, they can also enjoy audio songs in their own local language as a variety of regional music in more than 22 languages including Punjabi, Marathi, Bhojpuri, Gujarati and Bengali among others are available on these platforms.

Through this extended relationship with The Orchard, Shemaroo Entertainment will now be able to distribute its content in MENA region as well.

Jai Maroo, Director, Shemaroo Entertainment shares his thoughts on the occasion, "Shemaroo has already been distributing its vast music catalog directly in India through all the telecom operators and music streaming services. For Global distribution of our content, we have already entered into a strategic alliance with The Orchard earlier this year. We are pleased to extend this partnership with the company to distribute our content on iTunes in the Middle East and North Africa (MENA). The development will empower audience from MENA with a variety of content across different genres."

"Shemaroo's vibrant catalogue of Indian music is already available to consumers worldwide through our international network of digital retail outlets. This amendment will help us serve Shemaroo's content in MENA also now. We look forward to a creative and inventive partnership with Shemaroo, given their foundation as an early adopter of digital media," **says Clint Cabral, Director South Asia for The Orchard.**

Shemaroo has evolved into one of India's largest content owner, aggregator and distributor of film-based copyrights and other entertainment rights and has already been working with leading online streaming platforms in India like viz Saavn, Gaana, Hungama, Nokia MixRadio, etc to distribute content.

About Shemaroo

Celebrating the golden jubilee, Shemaroo Entertainment Ltd (BSE Scrip Code: 538685; NSE Scrip Code: SHEMAROO) is among few entertainment companies that has hallmarked several pioneering efforts with its innovative and out- of-the- box thinking. Founded in 1962, Shemaroo Entertainment Ltd is an established Filmed Entertainment “Content House” in the country, active in **Content Ownership, Creation, Aggregation** and **Distribution** with a large content library of over 2800 titles.

Shemaroo is engaged in the ***distribution of content*** for ***satellite channels, physical formats*** and ***emerging digital technologies like the Mobile, Internet, Broadband, IPTV*** and ***DTH*** among others. With its partnership with the major telecom operators and other digital media platforms, Shemaroo is at the forefront of the digital age. The company has also tied up with many content providers across the country. The “Shemaroo” brand today is synonymous with quality entertainment in the Indian entertainment eco system. For further Information, please visit www.shemarooent.com

About The Orchard

The Orchard is a pioneering music, video and film distribution company and top-ranked Multi Channel Network operating in more than 25 global markets. With a holistic approach to sales and marketing combined with industry-leading technology and operations, The Orchard amplifies reach and revenue across hundreds of digital, physical and mobile outlets around the world. The Orchard streamlines content owners’ business complexity with an intuitive client dashboard, comprehensive rights management and tailored client support. Founded in 1997, The Orchard empowers businesses and creators in the entertainment industry. For further information, please visit www.theorchard.com

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