

Date: 1st February, 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 Listing Department
BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai – 400 001

Symbol: SAREGAMA

Scrip Code : 532163

Dear Sir/ Madam,

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

Please find enclosed the Press Release titled “Saregama launches a new vertical - Saregama Talent, introduces its first three next-gen performers Maahi, Pragati, and Arjun.”

Kindly take the same on record.

Thanking you,

Yours faithfully,

For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer

Encl.: as above

Saregama launches a new vertical - Saregama Talent, introduces its first three next-gen performers Maahi, Pragati, and Arjun

Mumbai, February 1, 2023 – Saregama, an RPSG group company, is thrilled to announce the launch of 'Saregama Talent,' a dedicated vertical exclusively designed for emerging artists. Following this exciting move, the company unveiled its first three next-gen performers - Maahi, Arjun, and Pragati.

These three artists bring a fresh and innovative perspective to the world of music, captivating audiences across different age groups. The launch not only marks the introduction of promising artists, but also underscores Saregama's commitment to nurturing, promoting, and providing a platform for emerging talent.

Welcoming Maahi, Pragati, and Arjun, Vikram Mehra, MD, Saregama India Ltd. said, "The launch of Saregama Talent marks a strategic move to enhance our non-film content offering, a crucial step toward delivering diverse and comprehensive entertainment experiences to our audience. Maahi, Pragati, and Arjun bring a remarkable blend of talent and passion for music. We plan to extensively collaborate with them on a range of audio and video projects. Beyond Hindi, Saregama Talent will soon extend its reach to artists in other languages. We are confident that, with Saregama, this trio will not only make waves in the music industry but also etch their names in the hearts of music lovers worldwide."

What sets this launch apart is the meticulous training, grooming, and coaching that Maahi, Arjun, and Pragati have undergone with Saregama over the past 12 months. It goes beyond refining their vocal or singing skills, rather delving into every aspect of performance art – acting, stage presence, styling, persona, and a lot more. This comprehensive approach ensures they are not just musicians but well-rounded performers, ready to leave a lasting impression.

As the curtains rise on 'Saregama Talent,' the stage is set for a new era of music performers. Stay tuned for Maahi, Pragati, and Arjun's music journeys under the esteemed banner of Saregama.

About Saregama India Limited:

Saregama India Limited, formerly known as The Gramophone Company of India Ltd is a RPSG group company owning the largest music archives in India and 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.

About RPSG Group:

RP-Sanjiv Goenka Group is one of India's fastest growing conglomerates with a significant global presence. The Group's businesses include power and energy, carbon black manufacturing, retail, IT-enables services, FMCG, media and entertainment and agriculture.

For further information, please contact:

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