

October 1, 2019

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 on launch of Carvaan Mini Legends - Assamese!

Please find enclosed the Press Release on launch of Carvaan Mini Legends - Assamese!

Kindly take the same on record and acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Saregama India Limited**



Kamana Khetan
Company Secretary and Compliance Officer

Encl: as above





Saregama launches Carvaan Mini Legends - Assamese!

~ 351 Superhit Retro Assamese Songs ~

Press Release:

Venturing into the state of incredible cultures and landscapes – Assam, Saregama is all set to embark on yet another musical journey by launching Carvaan Mini Legends- Assamese pre-loaded with 351 superhit evergreen Assamese songs. Saregama has earlier launched various regional variants under its popular Carvaan Mini Legends series like Bengali, Kannanda, Tamil, Telugu and Malayalam.

Carvaan Mini Legends - Assamese comes pre-loaded with 351 superhit songs right from 'Koa Na Kar Ma Tumi' to 'Prabhu Mor', and 'Prabhathi Pakhiye Kiyo' to 'Laj Laj' by legends like Bhupen Hazarika, Jayanta Hazarika, Dipali Borthakur, Khagen Mahanta, Pratima Pandey and many more. Along with retro superhits, it also offers other power packed features like AM/FM, Aux, Bluetooth and USB allowing its users to enjoy their personal collection of music as well! This all-in-one portable player is the perfect companion with a long-lasting battery life of up to 4 hours and a six months warranty.

Vikram Mehra, Managing Director, Saregama says, *"Carvaan Mini Legends- Assamese is the latest edition to our Carvaan Mini Legends series. We are happy to bring out this offering for all the fans of Assamese music and legends like Bhupen Hazarika, Jayanta Hazarika, Pratima Pandey amongst many others. We are sure that people will enjoy this handpicked collection from the repository of thousands of songs"*

Carvaan Mini Legends: Assamese will be available on www.saregama.com and all key stores in Muga Beige colour at an economical price of Rs 2490 /-.

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.

For further information, please contact:

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