

**Date: 28<sup>th</sup> September, 2023**

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,  
The Listing Department  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400 001

**Symbol: SAREGAMA**

**Scrip Code: 532163**

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

Dear Sir/ Madam,

Please find enclosed the Press Release titled **“Saregama acquires majority stake in India’s leading digital entertainment company Pocket Aces.”**

You are requested to kindly take the afore-mentioned on record and oblige.

Thanking you,

Yours Faithfully,  
For **SAREGAMA INDIA LIMITED**

**Priyanka Motwani**  
**Company Secretary and Compliance Officer**  
Encl: As above

## Saregama acquires majority stake in India's leading digital entertainment company Pocket Aces

A new chapter in Saregama's growth story commences with majority acquisition in a fast-growing digital entertainment company Pocket Aces Pictures Private Limited, that owns direct relationship with 95M+ younger digital-first customers across Instagram, YouTube etc. Saregama will acquire 51.8% shares for ~Rs 174 crores with a clear path to further acquire another ~41% stake in next 15 months at pre-agreed multiples. The transaction is an all-cash deal.

This acquisition will further strengthen Saregama's strategic ambition to take **leadership position in New Music** across all Indian languages.

Pocket Aces, a Youth-focussed digital content creator and publisher, boasts of an IP catalog 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 influencers, and its long-form studio, Dice Media, has created relatable youth-centric web series across OTT platforms such as Netflix, Hotstar, and Amazon.

Pocket Aces' Revenue from Operations was Rs. 104 cr in FY23. Revenue has grown by 34% CAGR over the last 4 years and is expected to grow even faster in future.

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.

Avarna Jain, Vice Chairperson Saregama, said, "This acquisition signifies the confluence of tradition and innovation. While we have always been leaders in the realm of music and media, this partnership with Pocket Aces will add new dimensions to our business as we tap into the burgeoning young digital audiences."

**About Saregama India Limited:** 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 percent of all the music ever recorded in the 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.

### **About Pocket Aces:**

With a mission to be a global culture creator that influences people positively by building an ecosystem of innovative media professionals, content, and products, Pocket Aces is India's largest digital media company creating content across genres and distribution platforms. Pocket Aces' unique positioning comes from owning distribution, IPs, and managing exclusive talent.

For further information, please contact:

Honey Sheth | [honey.sheth@mslgroup.com](mailto:honey.sheth@mslgroup.com) | 9870097011

Swapnali Morajkar | [swapnali.morajkar@mslgroup.com](mailto:swapnali.morajkar@mslgroup.com) | 9892592319