

Date: 17th July, 2025

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

Symbol: SAREGAMA

Scrip: 532163

SUBJECT: PRESS RELEASE

Dear Sir/ Madam,

Enclosed herewith is a Press Release titled “**Saregama Acquires the biggest and most popular Haryanvi Music Catalogue** (6,500+ tracks across Punjabi, Haryanvi, Ghazals, Devotional, Indie Pop & more)”.

This is for your information and in compliance with applicable Regulation, if any, of the Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015.

The Press Release is also available on the Company's website www.saregama.com.

Thanking You,

For **SAREGAMA INDIA LIMITED**

Priyanka Motwani
Company Secretary and Compliance Officer

Saregama Acquires the biggest and most popular Haryanvi Music Catalogue
6,500+ tracks across Punjabi, Haryanvi, Ghazals, Devotional, Indie Pop & more

Mumbai, 17/07/2025: Saregama, India's leading Entertainment IP company, has entered into a deal with NAV Records Pvt. Ltd., the lead player in the Haryanvi music space. This significant move will see Saregama acquiring NAV's 6,500 tracks across Haryanvi, Punjabi, Ghazals, Devotional and Indie Pop. The acquisition also includes super popular Youtube channels like NAV Haryanvi, Nupur Audio etc having over 24M subscriber base, further boosting Saregama's digital footprint. Some of the biggest songs that are part of this catalogue are:

- **Coco cola** <https://www.youtube.com/watch?v=9UaG7UL5yS4&pp=0gcJCc0JAYcqIYzv> with 900+ million views
- **Parvati Boli Shakar Se** <https://www.youtube.com/watch?v=4DkNCgUXbig> with 500+ million views
- **Loot Liya** <https://www.youtube.com/watch?v=AMQliEea12A> with 400+ million views
- **Dabya Ni Karde** <https://www.youtube.com/watch?v=3oOGF8P1BJo> with 140+ million views
- **Gunehgar** https://www.youtube.com/watch?v=r_zXf6bhgTo with 140+ million views

This cements Saregama's No.1 position in the only language where the Company was not dominant. Going forward, Saregama and NAV will jointly work towards new Haryanvi and Punjabi content creation.

Saregama is committed to building IP across genres and languages for sustained growth and value creation.

About Saregama India:

Saregama India Ltd., part of the RPSG Group, is India's leading Entertainment IP company with a legacy dating back to 1902. Its diverse portfolio includes film and non-film music, digital media, television content, artiste and influencer management, and film production.

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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