



Saregama announces an extensive Content Partnership Program for Carvaan 2.0

~Inviting content creators to collaborate and earn ~

Saregama Carvaan took a technology and content leap with Carvaan 2.0 by giving consumers access to over 200 podcast stations along with 5000 pre-loaded songs. Continuing on its promise of widening the content offering, the company is now throwing open its Carvaan platform to content creators who can use it as an effective platform to distribute their audio content across homes in India and abroad.

Under the Content Partnership Program for Carvaan 2.0, the company offers potential content partners a chance to license their existing content or create new one for Carvaan 2.0. This can cover a diverse set of genres ranging from Devotional, Mythology, Entertainment, Lifestyle, News & Current Affairs, Technology, Kids Content, Education, Fitness, Motivational, Mental health or something which is absolutely new & unique. What more? Each of the selected content will get its own dedicated station and will be promoted on Carvaan 2.0, across all the other channels & social media platforms like Facebook, Instagram & YouTube. This new initiative by Saregama allows anyone and everyone to come forward and embrace the inner artist in them. Following its 100 year musical legacy of sharing revenues with the artistes, the company will share with the content creator 40% of the net revenue that the company will earn from advertising and subscription from the content creator's channel.

Commenting on the introduction of this new program, **Mr Vikram Mehra, Managing Director, Saregama India**, said, *"This is the next step in brand Carvaan's journey of moving from a Product to Platform, offering its customers a wide range of content appealing to every member of the family. We want to partner with the talented audio content creators on this journey creating a win-win for everyone; customers get diverse content; creators get a chance to showcase their content to the most premium homes and also earn money; Carvaan moves from a one-time sale mode to an ongoing relationship with its customers."*

Interested individuals or groups, please email us at content@saregama.com

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.

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