



## Shemaroo Entertainment's music catalogue, now on Spotify

*Spotify users in India will have access to over 25,000 songs from the label's multi-language library*

**Mumbai, xx, 2020:** Shemaroo Entertainment, India's leading content powerhouse, today announced its association with Spotify, world's most popular audio streaming platform, under which Shemaroo will provide access to its vast music content library to Spotify users.

With over **25,000** collection of songs, the company has a strong foothold in the Indian music industry with content ranging across different genres and eras, including some of the most popular foot-tapping songs under its banner that have proved their fan following in the past. The association will be a treat for all Spotify users, giving them access to a wide range of Indian music categories across languages from the house of Shemaroo.

Spotify, which has been in the Indian market for a year now, is committed to working with local partners in the country's audio industry, to make more content accessible to its users.

**Commenting on the association, Mr. Hiren Gada, CEO Shemaroo Entertainment said,** *"We are elated to partner with the leading global music streaming service, Spotify and present our vast music library to the music lovers in India. Shemaroo has always believed in innovating and refurbishing its content to fit in our audiences tastes and preferences, and our association with Spotify is a testimony to the grandeur and high-quality content we have in our library. We will be associating with many more international partners in the future to ensure our content reaches music lovers worldwide."*

Shemaroo Entertainment's FilmiGaane channel on YouTube recently crossed 30 Mn subscriber mark. It is currently ranked at #4 in India and has an extensive Bollywood music library. The company also initiates various activities on their social media platforms for all the music lovers sitting across the globe.

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### **About Shemaroo Entertainment:**

Shemaroo Entertainment Limited is a leading global content powerhouse, which has played a pioneering role in the arena of content ownership, aggregation, and distribution. Shemaroo has been a core part of the Bollywood Industry and has managed to maintain many relationships with the best production houses over the years. With a diverse and growing collection of over 3700 titles, Shemaroo has offered premium content and services to customers in more than 30 countries, across several Indian languages. With the brand in existence for over five decades, Shemaroo continues to redefine itself to respond to the disrupting consumer environment, by delivering content across age groups in genres such as movies, comedy, devotional and kids.



The company's innate ability to sense the pulse of what an audience will consume, has not only helped it become a trusted partner to the few of the biggest media platforms such as YouTube, Hotstar, Star Gold, Zee Cinema, Vodafone, Reliance Jio, Tata Sky, Apple iTunes, Etisalat, but has also helped Shemaroo create entertainment experiences, in ways never thought of. Today, Shemaroo has evolved to be an entrenched player in the digital ecosystem. The entry into the Limca book of records with #FilmiGaaneAntakshri on Twitter is a proof of Shemaroo staying true to its 'digital first' vision.