



November 25, 2024

To,
Listing Department
BSE Limited
P.J Towers, Dalal Street,
Fort, Mumbai – 400 001

Scrip Code: **532375**

Dear Sir/ Ma'am,

Subject: Press Release

Please find enclosed the press release titled **“TIPS Music Announces Direct Partnership with TikTok to Expand its Music Reach”**.

This is for your information and records.

Thanking You,

For TIPS MUSIC LIMITED
(Formerly known as Tips Industries Limited)

Bijal R. Patel
Company Secretary

TIPS MUSIC LIMITED
(Formerly known as Tips Industries Limited)

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai - 400 052.
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TIPS Music Announces Direct Partnership with TikTok to Expand its Music Reach

Direct Partnership allows TikTok to Host TIPS Music's Full Extensive Catalogue Globally

Mumbai, 25 November 2024: TIPS Music Ltd, one of India's leading music labels with an expansive catalogue of over 31,000 songs, today announced a direct, strategic partnership to promote its music library on TikTok. This partnership* will enable music lovers, Non-Resident Indians (NRIs) and expatriates, to access and engage with TIPS Music's rich and diverse music collection on the popular short-form video platform.

The agreement between TIPS Music and TikTok aims to meet the increasing demand for Indian music among global audiences. The collaboration ensures TikTok users across multiple regions will have seamless access to the wide range of TIPS Music's library, featuring genres from Bollywood classics to regional language hits, strengthening the existing cultural connection and expression through music.

Mr. Kumar Taurani, Managing Director of TIPS Music Ltd, stated, "We have seen an increased consumption of Indian music globally. Several existing TikTok trends hold testament to it. This direct strategic partnership with ByteDance marks an important step in expanding the global footprint and engagement of TIPS Music. The TikTok platform has a massive audience base and this deal improvises the discovery of our music. I would like to thank TikTok and our CEO, Mr. Hari Nair for weaving this direct deal".

TIPS Music's approach continues to focus on bridging traditional music with new-age platforms to enhance accessibility and promote the universal appeal of Indian music globally.

* The partnership excludes China and India

About TIPS Music Ltd:

TIPS is a public-listed music label in India, founded in 1988 by Mr. Kumar Taurani and Mr. Ramesh Taurani. Right from acquiring/ producing superhits in the 90s like Khalnayak, Phool Aur Kaante, Soldier, Coolie No.1, Raja Hindustani, Rangeela, Gupt, Pardes, Taal, Raaz, etc. to musical blockbusters films like Ajab Premi ki Gazab Kahani, Prince, Ramaiya



Vastavaaiya, Race (Franchise) and acquiring regional Tamil blockbusters film music like Ponnaiyin Selvan1 & 2. Over the decades, Tips Music has been home to all popular artists, including Alka Yagnik, Udit Narayan, Kumar Sanu, Sonu Nigam, Atif Aslam, Badshah, Diljit Dosanjh, Arijit Singh, A.R. Rehman, B Praak, to name a few. The label has also launched many new talents and played a pivotal role in shaping their musical careers. The company boasts an extensive catalogue of 31,000 "THE MUST HAVE HITS" songs and is considered to be a prominent music creator across major languages and genres of music from India

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