

RPG scripts foray into publishing

Saregama in talks with international publishing houses for strategic tie-ups

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The Rs 12,000 crore RPG Enterprises, a conglomerate that is into power generation, distribution, retailing, automotive tyres and entertainment, is ready to diversify into publishing, starting with magazines.

The foray into publishing will be spearheaded by Saregama India, the group company engaged in recorded music publishing.

While there is still a veil of secrecy around details of RPG's publishing plans, sources involved in drawing up the publishing blueprints said "the objective was to create an effective and profitable media business capable of fulfilling the needs of a new generation of Indians who are set to play a lead role in the world and make India a leader in realms of ideas that matter."

"The thinking within the RPG group is that there is enough latent demand among intelligent readers for serious high quality magazine products and they are willing to pay for them," the sources said.

It is learnt that Saregama is in talks with international publishing houses for strategic



tie-ups that will enable it to bring in a clutch of foreign magazine brands into the country.

Sanjiv Goenka, vice-chairman, RPG Enterprises, said, "publishing has been a fascination for a very long time. It's just that things are now falling in place."

"Our plan involves multiple titles that will cater to readership among urban youth for current affairs and lifestyle, but the titles will not be about just pure political news either. We have budgets in place and brands will be unrolled within 2008 calendar.

Talks are on with international titles some of which we plan to introduce to cater to the need for credible information, advice and entertainment," Goenka said.

Saregama over the past months has undertaken to leverage its repertoire of 4.76 million songs through online stores that will allow downloads at Rs 12 per song.