

# Saregama to enter event management

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**S**aregama India, the Rs 144 crore entertainment arm of the RPG Group, will invest close to Rs 150 crore over the next two years in producing seven movies. The company is also in the process of picking up a minority stake in one of the event management companies in India as part of its attempt to manage and popularize its movies post-release.

At a press conference in Kolkata, Sanjiv Goenka, vice chairman RPG Group, announced, "By July we will pick up a minority stake in an event management company. We will also do celebrity management. Foraying into event management will help Saregama popularize its movies and the characters in the movies post release".



(From left) Sanjiv Goenka, vice chairman, RPG Group, and Rituparno Ghosh, director of 'Khela' SUBRATA MAJUMDER

Among directors, Saregama India has tied up with Rituparno Ghosh of 'Raincoat' fame, to direct Bengali movies that will be produced and distributed by Saregama. Apart from theatrical releases the company will also bring out CDs and DVDs of movies.

In a parallel development, Spencer's Retail, the retailing arm of the RPG group will sign a joint venture with a US-based café chain. Spencer's will bring the US-based café chain to India by July and it will open 400 cafes over the next three years.