



December 10, 2024

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

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E), Mumbai – 400 050

Scrip Code: **532375**

Symbol: **TIPSMUSIC**

Dear Sir/ Ma'am,

Subject: Press Release

Please find enclosed the press release titled “**Tips Music and Sterling Reserve Music Project Set to Revolutionize Bollywood Classics with 'Tips Take 2'**”.

This is for your information and records.

Thanking You,

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

Bijal R. Patel
Company Secretary

Encl: a/a

TIPS MUSIC LIMITED
(Formerly known as Tips Industries Limited)

601, Durga Chambers, 6th Floor, Linking Road, Khar (West), Mumbai - 400 052.
Tel.: +91-22-6643 1188, Email: info@tips.in, Website: www.tips.in
CIN : L92120MH1996PLC099359



Tips Music and Sterling Reserve Music Project Set to Revolutionize Bollywood Classics with 'Tips Take 2'

Link- <https://www.youtube.com/watch?v=Ts1nGcsA0b0>

Mumbai, 10th December, 2024: Tips Music Limited and **Sterling Reserve Music Project** are set to take the music industry by storm with their musical revival project, **Tips Take 2**. This innovative collaboration promises to breathe new life into Bollywood's most beloved classics, offering music lovers a fresh and electrifying musical experience.

Mr Hari Nair, CEO of Tips Music Ltd., said, "We are delighted to partner with Sterling Reserve to launch our first music IP "Tips Take 2", which reimagines iconic 90s hits and creates a new take on our catalogue. The recently launched Brand & Partnerships division has ideated and worked on this exclusive IP. They also work with brands for bespoke content, in-film placements, music video brand integrations, and licensing our musical hits for their advertisement campaigns. We look forward to collaborating with brands, to redefine audience engagement through innovative, tailored entertainment solutions across both music and films. Tips Take 2 is just the beginning of our journey into branded IPs, with many more exciting projects on the horizon."

The project launches with the first song, "**Sambhala Hai Maine,**" on 9th December. At the heart of this musical reinvention is **Dev Negi** the powerhouse voice, who takes the center stage. Joining him, on screen, are the stunning **Heli Daruwala** and the charismatic **Parth Samthaan**, who bring some serious heat with their electrifying chemistry. Together, they put a bold, modern spin on the 90s classic "**Sambhala Hai Maine**" – originally sung by Kumar Sanu.

Bikram Basu, Chief Innovation and Strategy Officer, Allied Blenders and Distillers, shared, "Launched as a digital first property with a mix of emerging and established artists, and now in its sixth year, the Sterling Reserve Music Project is collaborating with Tips Music to reimagine timeless Bollywood hits from the '90's in a new way. The Sterling Reserve Music Project 'Take 2' with Tips will have people cheering for sure"

The project stands as a testament to the evolving landscape of Indian music, offering three carefully selected song recreations that promise to captivate audiences. Tips Music and Sterling Reserve Music Project continue to push creative boundaries, providing a platform that celebrates established artists while simultaneously nurturing emerging musical talents.



The first track, "**Sambhala Hai Maine,**" will be available across all major music platforms, promising to transport listeners to a new dimension of musical nostalgia.

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 Vastavaiya, Race (Franchise) and acquiring regional Tamil blockbusters film music like Ponniyin 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