

# **croix Co.,Ltd. Becomes the First Japanese Label to Start Business with Hungama Digital Media Entertainment Pvt. Ltd Based in India.**

croix Co.,Ltd (Based in Meguro Ward Tokyo, CEO:Bajune Tobeta) and India's leading digital entertainment company, Hungama Digital Media Entertainment Pvt. Ltd (COO: Siddhartha Roy) have reached an agreement and sealed a contract to distribute music by croix Co.,Ltd in India.

Siddhartha Roy, COO, Hungama Digital Media said, “We are glad to partner with croix Co.,Ltd. and offer their unique content in India. We are certain that the healing power of croix’ s content combined with the strength of our distribution will help us reach a large base of listeners who are appreciative of the genre.”

croix Co.,Ltd has become the first Japanese label to do business with Hungama in India.

croix Co.,Ltd is an associate member of (Recording Industry Association of Japan) and has one of the largest share in the genre of healing music, now aiming at promoting its “healing products, contents and music” in India.

Also, for Japanese labels, management companies, game company and film company, croix Co.,Ltd will launch an agent service as an aggregator for distribution in India.

Please contact us for sales promotion opportunities in India such as distribution, localize strategy, management, and marketing.

Contact : [info@croix.asia](mailto:info@croix.asia)

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## ■About croix Co.,Ltd

Company Name : croix Co.,Ltd

Location : 3—7—2—7F Shimomeguro Meguro Ward Tokyo, Japan

Founded : June 29th 2009

CEO : Bajune Tobeta

Website : <http://croix.asia/>

3—7—2—7F is a Japanese label that develops and promotes healing music and relaxation products, founded on June 29th 2009.

croix Co.,Ltd has been the member of Recording Industry Association of Japan (RIAJ) and now not only expands as a music label but develops healing music and relaxation products.

croix Co.,Ltd develops and manages platform and EC as a part of sales strategy.

Also croix Co.,Ltd has started service as an international aggregator, focusing on Asia region.

## ■About Hungama Digital Media Entertainment Pvt. Ltd.:

Hungama is a leading digital entertainment company in South Asia. Founded in 1999, Hungama has remained at the forefront of the Internet revolution in India and created exceptional digital experiences by combining entertainment and technology. With the aim to include more consumers under the umbrella of digital entertainment, Hungama has worked towards introducing destinations that make digital content consumption simpler and at the same time, enriching.

Hungama’ s portfolio covers a wide spectrum of services that have touched over a billion lives in more than 190 countries. These include Hungama Music – one of the most popular music streaming platforms, Hungama Play – the go-to destination for video streaming, Artist Aloud – a platform for independent artistes and Hungama Games – a developer, publisher, distributor and marketer of mobile games. Leveraging its distribution and aggregation strengths, Hungama is also able to work with telecom, DTH, ISP and OEM partners to create unique and engaging entertainment destinations for consumers.

Over the years, Hungama Digital Media has garnered the trust of the investor community and has received investments from Intel Capital, Bessemer Venture Partners, Xiaomi and others.

Headquartered in Mumbai, Hungama also has offices in Delhi NCR, Dubai, Singapore and Dhaka. For more information, please visit [www.hungama.org](http://www.hungama.org)