

Balaji Telefilms Ltd.

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June 20, 2017

To,

Bombay Stock Exchange Ltd.

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001
Stock Code: 532382

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051
Stock Code: BALAJITELE

Sub: **Corporate Announcement**

Dear Sirs,

Please find attached Press Release of ALT Digital Media Entertainment Limited, a wholly owned subsidiary of Balaji Telefilms Limited.

Kindly take the same on record and upload it on your respective sites.

Thanking you.

Yours truly,

For Balaji Telefilms Limited



Simmi Singh Bisht

Group Head Secretarial

Encl: - a/a



ALTBalaji integrates JioMoney as a payments platform

20 June, 2017: ALTBalaji, India's largest digital platform for exclusive and original content subscription service, has integrated with JioMoney, the mobile wallet from Reliance Payment Solutions Limited, to provide digital transaction experience to its subscribers. The integration will enable easy and hassle-free subscription payments for ALTBalaji's customers. With over 250 hours of original content, ALTBalaji has become a popular service for people who want differentiated content not available elsewhere.

ALTBalaji was launched on 16th April 2017 with 5 original shows and adds new shows every fortnight for its viewers to binge watch. The content is created by some of the best talent of the Indian entertainment industry, including critically acclaimed directors and actors. The long illustrious list of artists comprises of Nagesh Kukunoor, Juhi Chawla, Nimrat Kaur, Rajkumar Rao, Hansal Mehta, Sakshi Tanwar, Ram Kapoor, Atul Kulkarni, Sameer Soni, Yudhishtar Urs, Dipannita Sharma Atwal, and more.

JioMoney is the PPI wallet offered by Reliance Payment Solutions Ltd to carry out instant cashless transactions. Jio Money offers a safe and secure platform for making digital transactions at both physical and online stores. JioMoney has been consistently enhancing the digital transaction ecosystem in the country. JioMoney users can do mobile and DTH recharges, make everyday payments at physical stores, send/receive money, pay insurance premiums, manage finances, get great deals, and much more. Simultaneously JioMoney Merchants can also leverage the digital ecosystem to bring greater choice and benefits to their customers.

Commenting on the partnership, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Ltd** said, "ALTBalaji is the #1 repository of original and exclusive Indian content in the OTT space today. Our integration enables us to synergistically target quality content to JioMoney consumers while allowing an easy and quick means to pay and subscribe via JioMoney".

ALTBalaji launched with shows like DevDD, Karrle Tu Bhi Mohabbat, Boygiri, Bewafaa sii Wafaa, Romil & Jugal and have added The Test Case starring Nimrat Kaur and Maya Thirrai – the first Tamil original digital series to the portfolio. ALTBalaji already has over 3 million downloads across iOS and Android users and was recently the No.3 top grossing app on iTunes in Entertainment.

About ALTBalaji

Balaji Telefilms foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of Balaji Telefilms Ltd. A multi-device subscription Video On Demand (SVOD) Platform, ALTBalaji gives audiences the content they want to watch - whenever, wherever and however. ALTBalaji's offerings include premium, disruptive content and original series across genres. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being avant-garde, non-conformist, inclusive and effervescent. ALTBalaji is here to set new standards and benchmarks in giving digitally connected contemporary audiences an alternate content platform.



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