

Balaji Telefilms Ltd.

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April 20, 2017

To,

Bombay Stock Exchange Ltd.

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051

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

A handwritten signature in blue ink, appearing to read 'Simmi Singh Bisht', is written over a light blue circular stamp.

Simmi Singh Bisht

Group Head Secretarial

Encl - a/a





ALTBalaji to embrace UPI based payment option for subscription through partnership with PayU

April 20, 2017: PayU India has partnered with ALTBalaji, the digital platform of Balaji Telefilms Limited for opening an additional method of payment for the OTT platform's subscription services. *Payment options provided through PayU Biz are Credit Card, Debit Card, Net Banking, Itz Cash, Yes Pay, Ypay, PayU Money wallet and UPI.* The global OTT entertainment platform - ALTBalaji will offer 250 hours of original content and subscribers in India and abroad will have the option to pay through PayU.

Speaking on the announcement, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited said,** *"Our vision of providing a seamless experience to our subscribers is fulfilled by the ease with which PayU enables payments in India and abroad. By enabling UPI based payments we hope to pioneer digitally payments for entertainment a reality on our platform and reiterate our commitment towards Digital India. We hope to leverage the wide variety of payment options that PayU brings to ALTBalaji"*

Pradeep Shekhawat, Head SMB Business at PayU India said, *"We are delighted to partner with ALTBalaji and excited to extend our services to our users in India as well as abroad. The association will move us forward in our endeavor to double our digital transactions by year end, which currently stands at around INR 6,000 crore per month. Using our secured payment gateway, consumers pay through Credit Card, Debit Card, Net Banking, Itz Cash, Yes Pay, Ypay, PayU Money wallet, UPI & USD and enjoy ALTBalaji's subscribership."*

PayU has presence in 16 high growth markets in Asia, Central and Eastern Europe, Latin America, the Middle East and Africa with an active user base of 30 million and processing 150 million transactions in 2016 worth a combined \$4.2 billion.

Created to provide an alternative to mainstream Indian entertainment & TV content, ALTBalaji will bring fresh and interesting stories to audiences in varied genres. The platform will offer original content of 250 hours in the first year of its launch.

ALTBalaji app launched on 16 April 2017 with 5 new shows and will release 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.

About ALTBalaji

Balaji Telefilms foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of Balaji Telefilms Limited. 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.

About PayU India

PayU is the leading online payment service provider in 16 high growth markets, dedicated to creating a fast, simple and efficient payment process for merchants and buyers. Our various payment methods and PCI certified platforms are designed to meet every consumer's needs.

In India, PayU covers nearly 60% of the entire ecommerce and processes over 6000 crores of monthly Digital payments in India. PayUBiz is the industry leading payment service provider and its clientele includes the likes of Jet Airways, Amazon, Airtel, Snapdeal, Jabong, Ola, Bookmyshow, Insurance companies and many more. PayU India also has under its aegis PayUmoney, the fast, easy and secure payment solution which can be used by anyone who wants to collect payments in India (be it Individuals, brick & mortar businesses, startups, Freelancers, Schools, Hotels, Utility companies, Residential societies, Telcos, Insurance companies, traders, retailers etc). The solution is presently used by over 2,50,000+ merchants all across India.

Driven with the zeal to create powerful financial services solutions, PayU acquired Citrus Pay, a Mumbai based Fintech Company in September 2016. PayU India's leaders Jitendra Gupta and Amrish Rau are at the forefront of driving digital transformations in the Indian financial services space.

For further queries, please contact:

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