

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
Tel.: 40698000 • Fax : 40698181 / 82 / 83
Website : www.balajitelefilms.com
CIN No. : L99999MH1994PLC082802



March 13, 2015

To,

Bombay Stock Exchange
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: COMPANY UPDATE

Dear Sirs,

This is to inform you that Balaji Telefilms Limited is set to launch its first fashion label 'EK' at the Television Glamour & Fashion Awards to be aired on Colors. Brand 'EK' has been licensed to the Company by Ms. Ekta Kapoor who owns the brand, for commercialisation.

Please find enclosed Press Release on the same.

Yours truly,
For Balaji Telefilms Limited

Simmi Singh Bisht
Company Secretary &
Compliance Officer



Encl: as above