

Balaji Telefilms Limited

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ALTBalaji direct subscriptions nine-month revenue at Rs 45cr Original show library at 89+

February 11th 2022: Balaji Telefilms announced its financial results for the third quarter and nine-months ended 31st December 2021.

ALTBalaji remains one of OTT's most consistent hit content creators adding 11 shows in the nine months taking the overall library to 89+ shows. The Company sold 3.48mn subscriptions during nine months ending 31st December 2021. This excludes subscribers on partner apps where the content continues to do well. The Company continues its strategy to drive deeper audience engagement by creating content that is targeted at mass India seeking differentiated stories. The platform has over 89+ shows and some of the hits launched in Q3Fy22 includes Girgit & Pavitra Rishta 2. At the same time, the engagement time stands at 72 mins, with watch time at 15.45 billion in minutes. Video views stand at 1.26 billion cumulative till date.

During the nine months TV business produced 618 hours of content across 7 shows for 4 broadcasters. 3 new shows have been lined up and should commence shortly.

Movie business resumed production and the Company made good progress. The Company continues to wait for availability for theatrical launch windows and looking at deals across direct to digital as well. As part of its strategy the Company continues to control investments in movies and pursue pre sales and co-production deals where feasible.

Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms Limited said, "ALTBalaji continues to drive subscription growth and we added 3.48mn subscriptions during the nine months. We added 11 shows in the nine months and now have a solid line up for the rest of the year. Our strategic content sharing deals will ensure we control on the cash spend while driving overall profitability. Our TV business has shown good recovery in terms of production hours and we hope to improve this momentum as 3 new shows will commence. In the movie business, production for some exciting projects is at various stages of completion. We closely monitor the availability of theatrical releases and direct to digital launches. Overall, the year has been good and expected to continue the momentum."

OPERATIONAL and FINANCIAL HIGHLIGHTS

- ALTBalaji total subscriptions sold in Q3YTD FY21 were 3.3 mn. Q3YTD FY22 is 3.48 mn. Direct subscription revenues at Rs 45cr vs Rs 37 cr
- ALTBalaji 89+ shows live on the platform
- TV business continued at normal in nine months with 618 hours of production across 7 shows and a strong pipeline for the year.
- Movies current pipeline includes 5 exciting projects
- Overall financial performance for the nine months
 - Group revenues at Rs 217cr of which ALTBalaji contributed Rs 52cr
 - Group EBITDA loss at Rs 90cr and Loss after tax at Rs 99cr

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1 to Naagin 5, paving the way for weekend fiction based programming.

Over the years the Company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. The Company has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and most recently Veere Di Wedding and Dream Girl

Balaji Telefilms Ltd's foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji's offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

For further queries please contact:

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