Balaji Telefilms Ltd.

April 10, 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 a Press Release of ALT Digital Media Entertainment Limited, a wholly owned subsidary of Balaji Telefilms Limited.

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

Thanking you.

Yours truly,
For Balaji Telefilms Limited

Simmi Singh Bisht
Group Head- Secretarial
Encl- a/a

ALTBalaji taps into the AWS cloud to attain new global heights

April 10, 2017 - Balaji Telefilms' video streaming service ALTBalaji and Amazon Internet Services Private Limited have announced that ALTBalaji will be using Amazon Cloudfront, a global content delivery network (CDN) service. ALTBalaji will have access to multi-petabytes of bandwidth in preparation of the launch of the ALTBalaji service in mid-April 2017.

"We have built our platform to serve Indians globally and wanted a service provider who could support us efficiently across all geographies. We use Xstream Mediamaker as our backend OVP and video delivery is entirely hosted by and built on Amazon Web Services (AWS), which already serves numerous global OTT platforms with over hundreds of millions of streams. Thanks to AWS, our platform setup is capable of handling high volumes of traffic and media content per week, and at the same time stream content to millions of our customers every day through Amazon Cloudfront," said Sunil Nair, COO of ALT Digital Media Entertainment Limited, while announcing the partnership.

"Currently, all ALTBalaji distribution partnerships that use the content syndication system, payment partners and wallets available on ALTBalaji, including other middleware infrastructure, run on AWS. We use Amazon Redshift for our data warehouse, which allows for analysis of all the customer interactions to arrive at actionable inferences. We have found Amazon Web Services to be a very reliable and responsive service provider at a time when we prepare to take ALTBalaji global," added Ashish Bhansali, Head of Product, ALT Digital Media Entertainment Limited.

"Increasingly, various businesses around the world are deploying their critical workloads on AWS and going all-in so they can refocus on serving their customers best," said Bikram Bedi, Managing Director, Amazon Internet Services Private Limited. "We're truly excited for ALTBalaji's adoption of AWS, which will allow them to quickly and easily scale, reduce costs, improve security, and increase agility for even their most critical workloads."

ALTBalaji uses a vast range of tools offered by AWS to empower its video streaming platform. The anticipated interest in the video streaming platform and the original, premium and exclusive shows has prompted Balaji Telefilms to invest significantly in the latest cutting edge technology and infrastructure to ensure it provides a world class service to its global customer base.

ALTBalaji app will be launched with 6 new shows and will be followed with new shows every month 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 Amazon Web Services

For 11 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 90 fully featured services for compute, storage, networking, database, analytics, application services, deployment, management, developer, mobile, Internet of Things (IoT), Artificial Intelligence (AI), security, hybrid and enterprise applications, from 42 Availability Zones (AZs) across 16 geographic regions in the U.S., Australia, Brazil, Canada, China, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world monthly - including the fastest growing startups, largest enterprises, and leading government agencies - to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit https://aws.amazon.com.

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.

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