

# Balaji Telefilms Ltd.

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CIN No. : L99999MH1994PLC082802



March 27, 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 two Press Releases 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 announces strategic partnership with Micromax

**27, March 2017:** ALTBalaji, the digital platform of Balaji Telefilms Limited today announces a strategic partnership with leading mobile brand Micromax, to help its users get access to exclusive ALTBalaji content. The partnership will enable users to have easy access to ALTBalaji mobile platform's exclusive and original content on the go as the Micromax smartphones will come pre-loaded with the app.

Speaking on the partnership, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "We are extremely pleased to be associated with Micromax, which is the leader in the personal mobile devices market. With this partnership, we will take our repository of original shows, exclusively available on ALTBalaji to the urban masses. Our ALTBalaji app would be bundled on Micromax devices for frictionless download experience, for them to enjoy over 250 hours of original, exclusive content. Micromax will distribute these original shows to its 30 million users via its digital properties. This collaboration makes ALTBalaji the only original digital content generation platform to reach viewers on such a massive scale."

ALTBalaji, the subscription based digital entertainment platform will be commercially available from mid-April onwards. The app will be launched with 6 new shows and will be followed with a new show every 15 days for its viewers to binge watch. The content is created by some of the best talents of 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.

By joining forces together, ALTBalaji and Micromax are attempting to change the way digital content is consumed in India. Created to provide an alternative to mainstream Indian entertainment & TV content, ALTBalaji will bring fresh & interesting stories to audiences in varied genres. The platform will offer more than 250 hours of original content in the first year of its launch.

### 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 Platform (SVOD), 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 Micromax**

Micromax Informatics Limited is the 10th largest mobile brand in the world (Counterpoint Research) and one of the leading consumer electronics company. Over the past decade, Micromax has pioneered the democratization of technology for masses by offering affordable innovations through their products and removing barriers for large scale adoption of advanced technologies. The brand embraces innovative product portfolio ranging from feature rich, dual – SIM phones, 4G Android smartphones, tablets, Smart televisions, Air Conditioners and Laptops. With successful operations across India, Russia and other SAARC markets, Micromax sells more than 3 million Mobility Devices every month.

**For any further media queries, please contact:**

#### **ALTBalaji**

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## ALTBalaji and MobiKwik announce payment wallet integration

~MobiKwik Wallet users to get 25% cashback on ALTBalaji's subscription~

**27 March 2017:** ALTBalaji, the digital platform of Balaji Telefilms Limited announces partnership with mobile wallet major MobiKwik. The global OTT entertainment platform ALTBalaji, will offer 250 hours of original content and subscribers can now avail 25% cashback while paying for the service using MobiKwik wallet. The partnership will provide an easy payment facility to MobiKwik's 55 million registered users to enjoy ALTBalaji.

Speaking on the announcement, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "With a vision to create a better consumer experience, the partnership with MobiKwik will facilitate frictionless connection between our subscribers and ALTBalaji. This convenient payment option will allow our consumers to subscribe to our original and exclusive content with ease. We are glad that MobiKwik which is a pioneer in the wallets business will open a new consumer base to our service."

Bikram Bir Singh, Business Head at MobiKwik said, "We are glad to partner with ALTBalaji and extend our digital payment services to their subscribers. This association is in line with our endeavor to make MobiKwik payments ubiquitous."

MobiKwik also powers payments for the IRCTC service and can target the users based on the long-distance rail tickets that they have purchased, allowing ALTBalaji to offer the service to these customers who are otherwise starved of entertainment or must consume the same content available elsewhere. ALTBalaji, the subscription based digital entertainment platform will be commercially available from mid-April. Created to provide an alternative to mainstream Indian entertainment & TV content, ALTBalaji will bring fresh & 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 will be launched with 6 new shows and will be followed with a new show every 15 days for its viewers to binge watch. The content is created by some of the best talent of 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.



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### **About Mobikwik**

Mobikwik is an Indian wallet major with a network of more than 15 lakh direct merchants and over 55 million plus users. Founded in 2009 by Bipin Preet Singh and Upasana Taku, the company has raised three rounds of funding from Sequoia Capital, American Express, Tree Line Asia, MediaTek, GMO Payment Gateway, Cisco Investments and Net1.

Mobikwik aspires to be the largest source of digital transactions in India. It is powering e-payments for IRCTC, Uber, Meru Cabs, Big Bazaar, OYO Rooms, Zomato, PVR, Archies, WHSmith India, BookMyShow, Grofers, Big Basket, Dominos, Burger King, Pizza Hut, eBay, ShopClues, Myntra, Jabong, Pepperfry, Barista, Food Panda, Nearbuy, Van Heusen, Allen Solly, Louis Phillips, GoDaddy, MakeMyTrip.

**For any further media queries, please contact:**

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