

# 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](http://www.balajitelefilms.com)  
CIN No. : L99999MH1994PLC082802



June 21, 2016

**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.

**Script code/ Symbol- 532382/BALAJITELE**

Dear Sir/Madam,

**Sub: Press Release**

Please find enclosed a Press Release on the movie ‘UDTA PUNJAB’ produced by Balaji Motion Pictures Limited (*wholly owned subsidiary of Balaji Telefilms Limited*) in association with Phantom Films.

The details pertaining to the above are also being uploaded on the Company’s website [www.balajitelefilms.com](http://www.balajitelefilms.com)

Kindly take the same on record.

Yours truly,

**For Balaji Telefilms Limited**



**Simmi Singh Bisht**

**Group Head- Secretarial**

Encl: a/a

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CIN No. : U22300MH2007PLC168515



**UDTA PUNJAB grosses Rs. 53.80 crore worldwide in its opening weekend!**

**Alt Entertainment & Phantom Films' UDTA PUNJAB hailed as 'The BEST FILM OF THE YEAR by Audiences & Critics alike!**

***Udta Punjab is The Biggest 'A' rated opener of the year!***

**Tuesday, June 21, 2016:** Balaji Motion Pictures' & Alt Entertainment's '*Udta Punjab*', Directed by Abhishek Chaubey had become a national talking point in the fortnight leading up to its release. With the hype around the film, the curiosity of the audiences too peaked and the numbers stand witness to that.

The film has grossed **Rs 53.80 cr in its** opening weekend worldwide, with India contributing **Rs. 45.40 crs** and international markets contributing **Rs. 8.40 crs**. The film was released across 2100 screens pan India and 249 screens overseas.

This Friday, 24<sup>th</sup> June, *Udta Punjab* will release overseas in Malaysia, Singapore and parts of UAE as well.

The film that had become a national talking point pre-release, deals with the delicate issue of drug-abuse. '*Udta Punjab*' took audiences on a journey into the artificial highs and real lows of the four characters in the film. With its trippy music topping the charts, the film pulled in the youth in large numbers. Besides a strong Youth connect, the film also managed to strike a chord with audiences across different age groups, owing to the topicality of the subject and the curiosity and hype around the film.

The mega star cast consisting Shahid Kapoor, Kareena Kapoor Khan and Alia Bhatt further propelled the film to such heights.

Moreover, '*Udta Punjab*' marked the debut of Punjabi Superstar Diljit Dosanjh in Bollywood, and the numbers in Delhi city, East Punjab are terrific and never seen before for a hindi-film.

Speaking on the massive opening **Sameer Nair, Group CEO, Balaji Telefilms, said** "*It's been quite a journey in getting 'Udta Punjab' to the audiences in its most unadulterated form and on the promised date. It was a race against time, but we've always believed immensely in the film. As a studio, we are known to doing clutter breaking, edgy cinema with a relevance and we are proud at the phenomenal reciprocation from the audiences.*"

**CEO, Balaji Motion Pictures' Aman Gill adds** "The film had a flying start in the North- with Delhi, East Punjab & Bombay city starting off phenomenally. Towards the end we battled several issues, but the audiences and critics made the entire fight worth it. *Udta Punjab* has its heart in the right place and is one of those brave films, that comes once in a lifetime."

*Giri GAB*





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Alt Entertainment presents 'Udta Punjab', A Phantom production  
Directed by: Abhishek Chaubey  
Produced by: Shobha Kapoor, Ekta Kapoor, Sameer Nair, Aman Gill, Vikas Behl, Vikramaditya Motwane & Anurag Kashyap.

--ENDS--

## About Balaji Motion Pictures

Balaji Motion Pictures is positioned amongst India's top 5 production studios and is synonymous with rich, well-appreciated content-driven films. The company, under the stewardship of Shobha Kapoor and Ekta Kapoor and guided by a talented leadership team, has successfully leveraged its creative abilities to produce films with diverse content, across genres that have not only been well appreciated, but have also translated into box office successes.

## Additional notes:

### About Balaji Telefilms Limited

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities. In recent years, the company has infused new professional management bandwidth into its DNA and is now poised to make a strategic foray into the Digital B2C entertainment category with Alt Digital Media.

## For further details please contact:

Mr. Sanjay Dwivedi, Group CFO/  
Mrs. Simmi Singh Bisht, Group Head Secretarial  
Balaji Telefilms Limited  
Tel: +91 22 40698000  
Fax: +91 22 40698181  
Email: sanjay.dwivedi@balajitelefilms.com/  
simmi.bisht@balajitelefilms.com

Mr. Gavin Desa /Mr. Rabindra Basu  
CDR India  
Tel: 09920549085; 02266451237, 02266451248  
Fax: +91 22 6645 1213  
Email: gavin@cdr-india.com/rabindra@cdr-india.com

*G. S. B.*



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## Safe Harbor:

Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.

*Ji Jai B*

