

Balaji Telefilms Ltd.

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CIN No. : L99999MH1994PLC082802



June 13, 2017

To,

Bombay Stock Exchange Ltd.

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001
Stock Code: 532382

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051
Stock Code: BALAJITELE

Sub: **Corporate Announcement**

Dear Sirs,

Please find attached Press Release 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 now available on Amazon's Fire TV Stick globally

13 June, 2017: ALTBalaji, the exclusive and original content subscription service, is now available on Fire TV Stick, Amazon's internet streaming device with voice remote recently launched in India. ALTBalaji will be providing a special introductory offer on their yearly subscription packs to Fire TV users worldwide and will be jointly marketing the service to its audience.

ALTBalaji launched on 16th April 2017 with 5 original shows and is adding 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.

The Fire TV Stick with voice remote is a plug-and-play device that connects to the television's HDMI port and allows users to access digital video content from a host of providers. ALTBalaji is one of the featured apps on the streaming device, allowing users to access 250 hours of original and exclusive content consisting of shows from all genres in addition to original kids content.

Speaking on the partnership, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "ALTBalaji app on Fire TV Stick with voice remote allows Fire TV stick users worldwide to enjoy our original shows and provides the existing consumers the ability to stream the shows on TV screens using the Fire TV Stick with voice remote. This helps expand the reach of our content to smart TVs, which already sees significant traction. This is in line with our philosophy of providing our subscribers maximum options to catch our shows on the screens of their preference."

ALTBalaji launched with shows like DevDD, Karrle Tu Bhi Mohabbat, Boygiri, Bewafaa Sii Wafaa, Romil & Jugal, and have added The Test Case starring Nimrat Kaur, and Maya Thirrai – the first Tamil original web series to the portfolio. ALTBalaji already has over 3 million downloads across iOS and Android users and was recently the No.3 top grossing app in iTunes in India in the Entertainment section.

About ALTBalaji

Balaji Telefilms' foray into original shows on digital platforms, ALT Digital Media Entertainment Limited, is a wholly owned subsidiary of Balaji Telefilms Ltd. 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.

REGISTERED ADDRESS: C 13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Indl Estate, New Link Road, Andheri-West, Mumbai 400053

ALT DIGITAL MEDIA ENTERTAINMENT LIMITED

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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, Fulfillment 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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