

Balaji Telefilms Ltd.

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April 17, 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 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 integrates Airtel Payments Bank as a payment platform

Customers can now enjoy one more convenient digital payment option for content subscription

17th April 2017: ALTBalaji, the digital platform from Balaji Telefilms offering more than 250 hours of original content, has joined hands with Airtel Payments Bank to provide wallet services via Airtel Money to enable easy and hassle-free subscription transactions for its customers.

Commenting on the partnership, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "It is our pleasure to collaborate with Airtel Payments Bank, which is India's first payment bank with a significant outreach across the length and breadth of the country. At ALTBalaji, our focus is on creating original content that caters to the taste of people representing different regions of India. The partnership with Airtel Money Wallet will help us to build an ecosystem providing easy access to our shows to our consumers who are on the Airtel network."

Shashi Arora, MD & CEO, Airtel Payments Bank added, "Convenient digital payments over mobile are an integral part of India's growing digital ecosystem and we are delighted to partner ALTBalaji to offer customers the convenience of making quick and secure cashless payments through Airtel Payments Bank".

Airtel Payments Bank plans to develop a nationwide merchant ecosystem of over five million partners who will accept digital payments from Airtel Payments Bank customers over mobile phones. It has already onboarded over two million merchants across the country and continues to aggressively add more. Airtel Payments Bank services can be availed by downloading MyAirtel app from Google Play Store and Apple App Store.

ALTBalaji was launched on 16th April 2017 with 5 original shows and will add new shows every fortnight 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 Airtel Payments Bank

Airtel Payments Bank Limited will leverage the distribution network of Bharti Airtel spread across 1.5 million outlets, with network presence spreading across 87% of the country, covering more than 400,000 villages and 5,000 census towns. With banking, Airtel Payments Bank is going to make financial inclusion a reality for every Indian, by enabling them to do banking on their own terms, and enjoy products that are intuitive, easy to use and more accessible.

Media Contacts for ALTBalaji

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