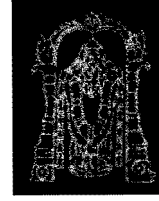


Balaji Telefilms Ltd.

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
CIN No.: L99999MH1994PLC082802



July 29, 2019

To,

BSE Limited.
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 Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the Press Release 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
Membership No. A23360



Encl:- a/a



ALTBALAJI & ZEE5 ANNOUNCE CONTENT ALLIANCE TO GROW THE SUBSCRIPTION VIDEO ON DEMAND BUSINESS

*~A first of its kind OTT collaboration to co-produce 60+ Originals ~
~ Both players will co-create cutting edge content and share consumer insights ~*

National, July 29, 2019: With an aim to leverage each other's strengths in the OTT domain, ZEE5 and ALTBalaji have collaborated to co-create original content which will only be available on both platforms.

The content sharing arrangement, includes co-creation of 60+ Original content series (in Hindi) which will be available exclusively to SVOD subscribers of both platforms. This association is a collaborative process of co-understanding consumer insights and co-marketing to serve the viewer better and resulting in improved monetisation for both.

ZEE5 and ALTBalaji have established their content strength globally, and the synergy will result in two of the largest homegrown video streaming platforms coming together to expand their subscription base and grow the binge-watching culture globally.

Mr. Punit Goenka, MD & CEO, ZEEL said, "I truly cherish the bond between Balaji and ZEE, which has been nurtured and built over the last two decades. Together, we have created some path breaking content masterpieces which have truly entertained our esteemed audiences. I am most certain that this association will enable both the brands to re-create the magic, this time in the digital space."

As per the association, ALTBalaji will maintain an exclusive partnership with ZEE5, in order to enhance its offering to the market, with a focused and strategic approach.

Commenting on this development **Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms** said, "This collaboration strengthens the 25 year old fruitful relationship between Zee Group and Balaji Telefilms, from Television content, to Movie Monetisation and now to Digital Video Streaming. It plays to each partner's individual strength and the consumer is the ultimate winner. This partnership will result in Balaji Telefilms being profitable as an entity, thereby giving us an opportunity to scale up our business ambitions, creating value for all our stakeholders."

In two years of commercial launch, ALTBalaji has one of the largest libraries of Hindi original and exclusive shows. It remains one of India's favourite online destinations for truly engaging content. Shows such as The Test Case, Apharan, Home, Kehne Ko Humsafar Hain, and Bose: Dead or Alive have won many accolades and has an ever-growing audience base that watches Indian shows across the globe.

Ms. Ekta Kapoor, Joint MD, Balaji Telefilms added, "As part of this partnership ZEE5 subscribers will get seamless access to ALTBalaji's clutter breaking originals in addition to ZEE5 existing content. This partnership enables ALTBalaji to continue to scale up rapidly its content creation ambitions and focus on building the largest library of original exclusive shows in India. We hope that ALTBalaji and ZEE5 will set benchmarks in unique storytelling."

Mr. Tarun Katial, CEO, ZEE5 India added, "In the first year of going live, we, at ZEE5, have focussed on building a strong repository of content and this is evident in the 100,000+ hours of content that we have on the platform. Over time, we have seen a steady increase in viewership of regional original content and this partnership will be a great opportunity for our viewers to enjoy the best of both worlds – the one created by ALTBalaji and us. We believe, this will be a game-changer for both – the industry as well as the audiences. We are glad to initiate this trend where content creators can partner to bring the best immersive experience for the viewers. This collaboration promises immense growth potential for both partners."

In 2019 itself, ZEE5 has rolled out around 25 original shows across genres, and the platform is committed to launching 72+ shows by March 2020. It has crossed 50 million gross downloads since launch on the Play Store and had 76.4 million monthly active users globally in June 2019.



For media queries, please contact:

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About ZEE5

ZEE5 is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1 lakh hours of On Demand Content and 80+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

Follow ZEE5 on [Facebook.com/ZEE5Premium](https://www.facebook.com/ZEE5Premium), [Twitter.com/ZEE5Premium](https://www.twitter.com/ZEE5Premium), [Instagram.com/ZEE5Premium](https://www.instagram.com/ZEE5Premium)

About ZEEL

Zee Entertainment Enterprises Ltd. (ZEEL) is a worldwide media brand offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than 1.3 billion people around the globe, ZEEL is among the largest global content companies across genres, languages, and platforms.

With its new brand ideology and purpose - "Extraordinary Together", ZEEL aspires to provide a unified brand experience and to delight consumers across the world by creating extraordinary entertainment and experiences that inspire to transcend the ordinary and become extraordinary.

ZEEL is present across broadcasting, movies, music, digital, live entertainment and theatre businesses, both within India and overseas. ZEEL has more than 260,000 hours of television content and houses the world's largest Hindi film library with rights to more than 4,800 movie titles across various languages. ZEEL has also produced several movies for theatrical release and is the fastest growing music label in India. It has presence in the digital space with ZEE5 and has also ventured into live events.

More information about ZEE and its businesses is available on www.zeentertainment.com

Official Social Media Platforms:

Twitter : [ZEECorporate/Twitter.com](https://www.twitter.com/ZEECorporate)
Facebook : [ZEECorporate/Facebook.com](https://www.facebook.com/ZEECorporate)
LinkedIn : <https://www.linkedin.com/company/zeecorporate/>

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1, Naagin 2 and Naagin 3, paving the way for weekend fiction based programming.

Over the years the company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and most recently Veere Di Wedding.

The Company in 2017 launched ALTBalaji, a multi-device Subscription Video On Demand platform that offers original, premium and exclusive content for a global digital audiences. ALTBalaji is the group's strategic foray into the Digital B2C entertainment category to build a consumer facing brand that gives audiences the content they want to watch - whenever, wherever and however. These original stories have been appreciated by the global audiences that have been starved of well-made and interesting stories.

Follow ALTBalaji on <https://www.facebook.com/ALTBalaji>;
<https://twitter.com/altbalaji>; <https://www.instagram.com/altbalaji>

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.