

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



May 9, 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 a 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 website.

Thanking you.

Yours truly,

For **Balaji Telefilms Limited**

A handwritten signature in black ink, appearing to read 'Simmi Singh Bisht', written in a cursive style.

Simmi Singh Bisht

Group Head- Secretarial

Encl- a/a





ALTBalaji and PayPal to work together to enable online payments for international subscribers

9 May 2017 ALTBalaji, the digital platform of Balaji Telefilms Limited has entered into a partnership for international online payments with PayPal, the world's open digital payments company. ALTBalaji's international users across 200 markets will now be able to subscribe to the streaming service conveniently using PayPal's comprehensive payment platform.

Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited said, "We are extremely delighted to have partnered with PayPal as our international payments partner. With a vision to redefine entertainment for Indians globally, our association with PayPal will help us streamline the process of subscribing to the ALTBalaji service using one of the most popular payment service globally."

Speaking on the partnership, Ashish Tandon, Head, Channel Partners, PayPal said, "Technology has democratized access to products and services. Global consumers have been traditionally using PayPal to make payments that help them access Indian entertainment content. As per the recently launched PayPal Cross Border Consumer Research 2016, online spends for entertainment as a category is projected to witness the highest growth among all other purchase categories in India. We have already observed this trend globally and look forward to leveraging our global network for ALTBalaji."

Through this partnership, ALTBalaji will be able to reach out to PayPal's 203 million active global accounts across 200 markets thereby providing a magnitude of convenience to its international users. Through a combination of strategic partnerships and technological innovations, PayPal creates better ways to manage and move money and offers choice and flexibility when sending payments, paying or getting paid.

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.

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

302 Satyadev Plaza, Dalia Industrial Estate, Off New Link Road, Andheri West, Mumbai 400053

T 91 22 42575900 | **F** 91 22 40698181 /82 /83 | www.altbalaji.com | **@ALTBalaji** | CIN No: U74999MH2015PLC266206



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 PayPal

Fuelled by a fundamental belief that having access to financial services creates opportunity, PayPal (Nasdaq: PYPL) is committed to democratizing financial services and empowering people and businesses to join and thrive in the global economy. Our open digital payments platform gives PayPal's 203 million active account holders the confidence to connect and transact in new and powerful ways, whether they are online, on a mobile device, in an app, or in person. Through a combination of technological innovation and strategic partnerships, PayPal creates better ways to manage and move money, and offers choice and flexibility when sending payments, paying or getting paid. Available in more than 200 markets around the world, the PayPal platform, including Braintree, Venmo and Xoom, enables consumers and merchants to receive money in more than 100 currencies, withdraw funds in 56 currencies and hold balances in their PayPal accounts in 25 currencies. For more information on PayPal, visit <https://www.paypal.com/about>. For PayPal financial information, visit <https://investor.paypal-corp.com>.

Media Contacts for ALTBalaji:

Deepak Kapoor
Perfect Relations Pvt Ltd
9833582474

Swati Soni
Perfect Relations Pvt Ltd
9833718145

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

302 Satyadev Plaza, Dalia Industrial Estate, Off New Link Road, Andheri West, Mumbai 400053
T 91 22 42575900 | F 91 22 40698181 /82 /83 | www.altbalaji.com | [@ALTBalaji](https://twitter.com/ALTBalaji) | CIN No: U74999MH2015PLC266206