

# Balaji Telefilms Ltd.

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May 15, 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

**Simmi Singh Bisht**

**Group Head- Secretarial**

Encl- a/a





## ALTBalaji now on Ola's connected car platform, Ola Play

*The digital platforms' fresh and original content will now be available to Ola customers via Ola Play*

**Mumbai, 15<sup>th</sup> May, 2017:** ALTBalaji - India's largest mobile platform of original shows, and India's leading mobile app for transportation, Ola's connected car platform for ridesharing, Ola Play join hands to provide entertainment on the go. **Through this collaboration, a preview of ALTBalaji's original and exclusive shows will be available to Ola Play customers across the country.** The users will be able to access a vast collection of original shows produced and curated by ALTBalaji through an immersive and personalized experience which customers can seamlessly control through their smartphones as well as a device mounted at the back of the seat. Present in cities such as Bengaluru, Delhi, Mumbai, and Hyderabad, Ola Play presents ALTBalaji with the opportunity to engage with hundreds and thousands of Ola customers. ALTBalaji aims to create 250+ hrs of original content this year for its viewers all over the world.

**Commenting on this alliance, Nachiket Pantvaidya, CEO of ALTBalaji** said, *"Ola is the only ridesharing app in India that links mobility to an unparalleled in-cab experience, providing a **great platform for content creators like us with a unique opportunity to reach out to a wide customer base.** With an average ride time of 45 minutes or more, travellers are usually deprived of options. But through Ola's unique connected experience for travellers, Ola Play users can now access an assortment of ALTBalaji's shows from multiple genres, and beat traffic woes. All new shows will be available on Play, and for more content, users can download the ALTBalaji app through Ola's free in-cab Wi-Fi connectivity. We look forward to our continued association with Ola Play to create the best possible experience for Ola customers."*

Powered by proprietary in-car and cloud technologies from Ola, Ola Play brings advanced car controls, choice of personalized content and a fully-connected interactive experience for its customers.

**Speaking on the development, Ankit Jain, Sr. Director and Head of Ola Play,** said, *"Content partnerships such as ALTBalaji play a huge role in enhancing the unique customer experience that Ola Play as a pioneering innovation has to offer. The strategic tie-up aims to provide fresh and exclusive content to our customers who can control the entire experience and engage with the content. With partnerships such as these, Ola is well on its way to transform the consumer's ride experience, building an experience that is intelligent, contextual, and unique."*

### **ALT DIGITAL MEDIA ENTERTAINMENT LIMITED**

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ALTBalaji was launched on 16<sup>th</sup> April 2017 with 5 original shows and the app will unveil new shows every fortnight for its viewers to binge watch. The OTT platform recently launched 'The Test Case' directed by Nagesh Kukunoor starring Nimrat Kaur as the first female officer in a combat role. The content has been created by some of the best talent in the Indian entertainment industry, including critically acclaimed directors and actors. The long illustrious list of artists also comprises of Juhi Chawla, Rajkumar Rao, Hansal Mehta, Sakshi Tanwar, Ram Kapoor, Atul Kulkarni, Sameer Soni, Yudhishtar Urs, Dipannita Sharma Atwal, and many more. ALTBalaji now has the widest payment options amongst SVOD OTT services in India.

### **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.

### **About Ola:**

Founded in Jan 2011 by IIT Bombay alumni Bhavish Aggarwal and Ankit Bhati, Ola (formerly Olacabs), is India's most popular mobile app for personal transportation. Ola integrates city transportation for customers and driver partners onto a mobile technology platform ensuring convenient, transparent and quick service fulfilment. Ola is committed to its mission of building mobility for a billion people. Using the Ola mobile app, users across 110 cities can book from over 600,000 vehicles across cabs, auto-rickshaws and taxis. Ola has also introduced a range of shared mobility services on its platform like Ola Shuttle and Ola Share for commute and ride-sharing respectively. The app is available on Windows, Android and iOS platforms. Please visit [www.olacabs.com](http://www.olacabs.com) and [www.olacabs.com/media](http://www.olacabs.com/media) for more information.

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