

# 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



April 3, 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 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 partners with leading global player Fortumo for direct telecom carrier billing

**3, April 2017** ALTBalaji, the digital platform of Balaji Telefilms Limited has announced a partnership for carrier billing with leading global mobile payments company Fortumo. ALTBalaji users, from India and other parts of the world, will now be able to subscribe to the streaming service by conveniently deducting the charge from their prepaid SIM card or charging it to their monthly phone bill.

“We at ALTBalaji are always at the forefront of creating better consumer experiences and carrier billing is one such initiative for frictionless platform-consumer relationship. We are entering this partnership to enable and strengthen a seamless payments experience on ALTBalaji using Fortumo’s reach and telecom relationships. We have found Fortumo to be a great service partner enabling ALTBalaji to tap into the huge smartphone and telecom user base in India and overseas market.” said **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited.**

“India’s digital ecosystem has in a way grown up, meaning users have become accustomed to paying for content that they see valuable. This means that digital content merchants are also switching their focus from user acquisition to monetization. Here carrier billing through Fortumo is invaluable as we provide the payment solution with the largest coverage in the market. We are very happy to work with ALTBalaji and our carrier partners to increase revenue for all the involved parties,” said Sanjay Sinha, Head of Fortumo India.

Fortumo’s carrier billing platform covers around 870 million active connections of Airtel, Vodafone, Idea, Reliance, Aircel and Tata Docomo; as such, it is the mobile payments provider with the largest coverage in the country. While there are already more than 250 million smartphone owners in India, less than 25 million people in the country have a credit card. This means carrier billing gives digital merchants like ALTBalaji a 10 times bigger payment reach in the country.

In addition to ALTBalaji, Fortumo’s direct carrier billing platform is used by app stores (Google Play), digital media providers (Spotify, Sony, Gaana) and gaming companies (EA Mobile, Gameloft, Kinguin, Rovio). In order to enable global carrier billing for these merchants, Fortumo has partnered with more than 350 global mobile operators, including the groups Telenor, Orange, T-Mobile, Telefonica and Singtel, as well as leading mobile operators in India.



ALTBalaji app will be launched with 6 new shows and will be followed with a new show every 15 days 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 Fortumo**

Fortumo is a mobile payments company that enables direct carrier billing with more than 350 mobile operators in 90+ countries. Fortumo's payment products work across a wide range of platforms including desktop devices, smartphones, feature phones, tablets and smart TVs. These products give consumers a simple, one click payment method to charge online purchases to their phone bill. For app stores, digital media companies and game developers, Fortumo provides one integration with 350 mobile operators as well as a single point of contact for settlements, reporting, support and infrastructure upgrades. Founded in 2007, Fortumo has offices in Estonia, San Francisco, Beijing, Delhi, Singapore & Hanoi and is backed by Intel Capital and Greycroft Partners.

#### **Media Contacts for ALTBalaji:**

Deepak Kapoor  
Perfect Relations Pvt Ltd  
9833582474

Swati Soni  
Perfect Relations Pvt Ltd  
9833718145