

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053
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Website : www.balajitelefilms.com
CIN No. : L99999MH1994PLC082802



August 13, 2015

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.

Dear Sir/Madam,

Sub: Launch of ALT Digital Media Entertainment Limited –To Create Highly Differentiated, Original Digital Content

We are pleased to inform Balaji Telefilms Limited's foray into the digital content business segment through its the youngest wholly owned subsidiary company namely 'Alt Digital Media Entertainment Limited' incorporated on July 1, 2015. ALT Digital Media Entertainment Limited is a reflective of the Company's strategic intent to extend its entertainment expertise to creating enjoyable, engaging content for digital audiences globally and monetize the incredible potential of original, premium, on-demand entertainment.

Please find enclosed press release on the same. Kindly take the same on record.

Yours truly,

For Balaji Telefilms Limited

**Simmi Singh Bisht
Company Secretary
& Compliance Officer**



Encl: a/a