

Balaji Telefilms Ltd



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Balaji Telefilms Announces Launch of ALT Digital Media Entertainment Limited –To Create Highly Differentiated, Original Digital Content

- Strategic foray into digital entertainment to capitalise on the high-potential digital space in India
- Leveraging Group's unmatched position and creative abilities in both television and film content
- Endeavour backed by best-in-class technology, set to be best in business

MUMBAI, India, August 13, 2015 -- India's leading television and film production company, Balaji Telefilms Limited (BTL), with significant strengths across both the Motion Pictures and Television content segments, today announced the launch of **ALT Digital Media Entertainment Limited (ALT Digital Media)** – the Group's foray into the digital content business segment – the next growth driver for the Company. Balaji Telefilms' new venture ALT Digital Media is reflective of the Company's strategic intent to extend its entertainment expertise to creating enjoyable, engaging content for digital audiences globally and monetise the incredible potential of original, premium, on-demand entertainment.

ALT Digital Media poised to offer next generation of content -- Original, edgy, contemporary content will be key differentiator

ALT Digital Media will create highly differentiated, original digital content for the entire connected ecosystem spanning mobiles, computers, tablets, smart TVs and game stations. Through this endeavour Balaji Telefilms will go beyond the current themes of television entertainment to set a new bench-mark with younger, edgier and smarter contemporary content that merits a different medium - 75% of Indian audiences accessing the internet are aged between 19 to 30 years and increasingly seek new entertainment.

The Company is assembling a strong team of highly talented professionals and is gearing up to launch in early 2016, presenting all-new original drama series across genres that will be co-created by some of the best and brightest names in the Indian entertainment industry. ALT Digital Media will initially develop content in Hindi and English and later in other regional languages, all of which will be available on subscription-based and premium ad-supported models to domestic and global Indian audiences.

In addition to developing its own platform, ALT Digital Media is also in advanced discussions to seek synergistic associations and partnerships with leading Technology and Video Distribution platforms.

Leveraging cutting-edge technology backed by predictive data and analytics

ALT Digital Media is putting in place cutting-edge technology, to ensure a high-quality consumption experience for audiences in India and globally. Original and exclusive content - the primary lever to attract digital subscribers, will be the key operating differentiator for ALT Digital Media, which is being supported by Big Data Analytics and will be led by 'predictive data' that draws on analytics driven insights for accurate content development, viewer monitoring and better customer segmentation.



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Commenting on the development Ms. Ekta Kapoor, Joint Managing Director, Balaji Telefilms Limited said, *“As one of India’s most pioneering media houses Balaji Telefilms has always focussed on content innovation. Our passion for entertainment continues to drive us to create exciting entertainment formats – spanning films, television and now for young digital audiences. Our foray into the digital space is aligned to our strategic intent to tap into the growing digital video phenomenon, where we bring our unique story telling strengths to create compelling content and deliver it directly to audiences who are always connected and seek quality, original entertainment in new formats.”*

Added Mr. Sameer Nair, Group CEO, Balaji Telefilms Limited, *“With greater use of handheld electronic devices, and growing, 3G/4G & WI-fi penetration, a spectacular mobile video and ecommerce revolution is underway, dramatically changing consumers and consumption behaviour. For Balaji Telefilms with its distinct strengths as an innovative entertainment powerhouse, it is the logical next step - to create the next generation of original, exciting fiction content. This foray enables Balaji to not only create and own content IP but to also build its own consumer base of audiences who seek original content and in the process, build a strong and valuable B2C brand. We are confident that ALT Digital Media will soon carve its own identity as a leading digital entertainment content creator and distributor in India for worldwide audiences.”*

About Balaji Telefilms Limited (BTL)

Balaji Telefilms is India’s leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content across several distribution media, the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Ms. Shobha Kapoor and Ms. Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities and Alt Digital Media Entertainment Limited – a creator and owner of original, premium on-demand digital entertainment content for worldwide audiences.

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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.