

Balaji Telefilms Ltd



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Balaji Telefilms and Chhayabani Announce Strategic Partnership

MUMBAI, India, December 19, 2014-- India's leading television and film production company, Balaji Telefilms, announced today that it has entered into an alliance with Kolkata based company Chhayabani Private Limited to create distinctive, contemporary, clutter breaking television content.

Chhayabani Balaji Entertainment Pvt. Ltd. will be developed as a unique platform that will initially produce television content and gradually scale up to explore other creative opportunities, while also becoming a magnetic hub attracting talented people – technicians and artists, to work together in a collaborative manner. Chhayabani is highly acknowledged for its glorious heritage in the area of entertainment, in Kolkata. This collaboration brings together two media houses with distinctive strengths to explore new formats of television presentation, create exciting high-end scripted content, while also attracting high quality talent.

Commenting on the development, Ms. Ekta Kapoor, Joint Managing Director, Balaji Telefilms Limited, *“Balaji is at a very exciting phase of growth. Within the Indian entertainment space, over time we have created our own unique position across both-- the films and the television businesses, which by nature are two completely different disciplines. Our aim is to explore how best we can leverage Balaji's competitive strengths to create exciting entertainment across media that will propel our growth. We are delighted that Chhayabani emerged as the most preferred partner for Balaji given their cinematic excellence and their tremendous passion to produce quality entertainment products.”*

Added Mr. Sameer Nair, Group CEO, Balaji Telefilms Limited, *“We have always believed that growth is collaborative, which has also been our operating philosophy in a super-dynamic industry. We are very excited to partner with Chhayabani and as evident, the synergies are extremely strong. This collaboration helps us build a unique and robust platform that allows us to explore a very wide variety of avenues, given our respective creative strengths and the huge libraries of film and television content which we aim to leverage as we move forward.”*

Said Mr. Saugata Nandi, Director, Chhayabani Private Limited, *“It is gratifying to finally see a long-cherished idea culminating into a strong association between Balaji and us -- with a common vision of drawing the best creative talent available in the region to generate never-before-seen content for a very culturally driven and art-oriented Bengali audience. While Balaji holds the numero uno position in the television and film industry in India, Chhayabani has the distinction of being laced with an enviable reputation of being the torch bearer of the golden era in Bengali television and cinema. Through this platform we look forward to present very distinctive content that talks the universal language of emotions and instantly connects with the viewer.”*

About Balaji Telefilms Limited

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.



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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.