

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



July 12, 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 Press Release of Balaji Telefilms Limited.

Kindly take the same on record and upload it on your respective sites.

Thanking you.

Yours truly,

For Balaji Telefilms Limited

A handwritten signature in blue ink, appearing to read 'Sanjay Dwivedi', is written over a light blue circular stamp.

Sanjay Dwivedi

Group Chief Financial Officer

Encl: - a/a



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Balaji Telefilms Group CEO Mr Sameer Nair to step down from an executive capacity

Mumbai, India, July 12, 2017

Balaji Telefilms Ltd announced today the stepping down of its Group CEO Mr. Sameer Nair from an executive capacity. Mr. Nair was formerly in an advisory role with the company and now, on the successful completion of his 3-year term, he relinquishes his executive role w.e.f. July 15, 2017 and returns to an advisory capacity.

Said Sameer Nair "It's been an amazing experience working with Ekta, Shobhaji and all my other wonderful colleagues at Balaji. The company is in great shape - the TV business is doing well; we'll soon add the DD shows to the mix in which the company retains IP. We now have in place a very measured approach to the movie business; and most recently we had a very successful launch of our global digital business with ALTBalaji. The management teams are in place and the company is well poised for its next phase of growth. On ALTBalaji, the shows have only just begun - the best of Ekta's creative genius is yet to come. I remain a mentor and guide to the company and a close friend of the family"

Said Shobha Kapoor "Sameer is more like family to us; we have a relationship dating back to 2000 when we first worked together on Star Plus. In the past three years the company has made many significant strides most notably in the digital domain and the launch of ALTBalaji. The leadership ranks of Ketan Gupta (COO - TV), Sanjay Dwivedi (Group CFO) and Nachiket Pantvaidya (CEO - ALTBalaji) and their teams continue to do a great job of driving topline growth and bottomline profitability. We wish Sameer the very best in his future endeavours and are happy to have his continued support as an advisor and friend"

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1 and Naagin 2, paving the way for weekend fiction based programming.

Over the years the company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures has been involved in creating a number of commercial as well as



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critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and Half Girlfriend

Recently, the Company has launched ALTBalaji, a multi-device Subscription Video On Demand platform that offers original, premium and exclusive content for a global digital audiences. ALTBalaji is the group's strategic foray into the Digital B2C entertainment category to build a consumer facing brand that gives audiences the content they want to watch - whenever, wherever and however. ALTBalaji's launch line up of shows include Karrle Tu Bhi Mohabbat - starring Ram Kapoor and Sakshi Tanwar, in a story of two opposite attracts, The Test Case - a story on the Indian Army's first female test case in a combat role, DevDD - a show depicting a female Devdas who is wilder than the imagination, Boygiri - a tale about 6 men who refuse to grow up, Bewafaa Sii Wafaa- a show on married couple finding their soulmates after marriage and Romil and Jugal- a passionate tale of Romeo and Juliet with a twist. These original stories have been appreciated by the global audiences that have been starved of well-made and interesting stories. ALTBalaji has over 3 million downloads and subscribers from over 75 countries.



For further details please contact:

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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.