

# *Balaji Telefilms Limited*

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## **Balaji Telefilms to collaborate with DING Infinity to create a unique, all-encompassing creative content ecosystem**

**December 24, 2020:** Balaji Telefilms Limited, India's leading media and content powerhouse, today, announced a strategic collaboration with DING Infinity, a creative studio promoted by Tanveer Bookwala. This collaboration is a part of Balaji Telefilms push, to create greater digital content and successfully participate in the growth of the fast growing digital streaming market.

In a first of its kind move in the industry, Balaji Telefilms has empowered a compelling creator, Tanveer Bookwala, to build a company with a definite vision for the streaming future. Tanveer has in the past, produced successful shows, such as Fittrat (ALTBalaji / ZEE5), Rasbhari (Amazon Prime) and Asur (Voot Select) to name a few. This collaboration with Balaji Telefilms will enable Tanveer to ramp up his operations across OTT platforms, digital feature films, VR content and a new and unique spin to talent management that will amalgamate into an all-encompassing creative ecosystem.

With ever increasing avenues of storytelling and a potential 500 million audience base, DING Infinity will focus on building original IP, creator owned content, licensing and syndicating international formats and investing in new OTT relationships both national and international.

**Ms Ekta Kapoor Joint Managing Director Balaji Telefilms** said "Tanveer is a true storyteller at heart and for over a decade he has worked tirelessly and passionately on multiple projects at Balaji Telefilms to deliver for his audiences. He is today one of the most innovative voices in the digital space and we are happy to support and give him a platform to realise his creative vision. Balaji Telefilms has always been the front runner in the Indian media and entertainment industry to identify and back talent, and this long term collaboration will allow us to continue to mentor and empower creative talent."

**Mrs Shobha Kapoor Managing Director Balaji Telefilms** said "This collaboration with DING Infinity is part of Balaji Telefilms's strategy to grow its digital business and will allow us to partner with a proven creative talent in creating more content for a growing digital audience. We have great expectations from this collaboration as DING Infinity will work across formats and create a unique digital ecosystem for creators. Tanveer's work is new-age and gripping and creates complementary story telling opportunities for us. This coupled with Balaji Telefilms proven business excellence across and production and distribution capabilities will create significant value for us."

**Mr Tanveer Bookwala Founder DING Infinity** said, "Most creators struggle to fund their creative vision across multiple ideas and concepts. Balaji Telefilms and Ekta's faith in my abilities, allows me the opportunity to enable my creativity backed with logistical and strategic support. This will supercharge growth and allow DING Infinity to increase the avenues of storytelling for the ever increasing digital audience. I look forward to this new exciting journey. It is finally time to put an infinite DING in the universe."

### **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 to Naagin 5, 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. The Company has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and most recently Veere Di Wedding and Dream Girl

Balaji Telefilms Ltd's foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji's offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

### **About Ding Infinity:**

DING Infinity is a boutique production house. Our team of writers, developers, and other creative talent create 100% original, pathbreaking content and cuts through the clutter of content. The company's model is to produce premium shows and films at competitive budgets, give their directors and creators, freedom, and share the founders unique vision across a variety of genres.

The founder, Tanveer, armed with a degree from the New York Film Academy, has over a decade of experience across mediums, in TV, Film and Digital. The former Chief Creative Officer at Balaji Motion Pictures penned the smash hit RaginiMMS2 and has been involved with the producing the likes of Ragini MMS2, The Kya Kool Series, Ek Thi Dayan, Kuku Mathur Ki Jhand Ho Gayi, Azhar, Great Grand Masti, Flying Jatt, Ek Villain and Udta Punjab.

Circa 2016, he has also authored a book, Wet, a best seller, by Penguin. He started his own company, Ding, under which he produced shows such as ALTBalaji's Boygiri, The Great Indian Dysfunctional Family and Famously Filmfare. His show Rasbhari, for Amazon, was the first Indian show to be nominated at the prestigious Series Mania Festival. Asur on Voot Select, followed quickly after and is often touted as one of the best web series, to be produced out of India and has won several awards.

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