

Balaji Telefilms Limited



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Balaji Telefilms Limited to Strengthen Movie Business.

Appoints Aashish Singh as Chief Executive Officer Movie Business.

Mumbai, India, September 3, 2018

Balaji Telefilms Limited appoints Mr Aashish Singh as Chief Executive Officer (CEO) Movie Business. Aashish will have overall business responsibility for the movie business and will be reporting to Mr Nachiket Pantvaitya Group Chief Operating Officer. This appointment in line with Balaji Telefilms enhancing its organisation strength to drive enhanced success with its Movie Business.

Mr Singh has been an accomplished executive movie producer, with over 15 years domain experience, having been associated with some of India's leading movies such as Tiger Zinda Hai, Sultan, Dhoom 2 and 3, Chak de India. He was till recently Vice President Production at YRF and responsible for overall production of films, with control and management of budgets, coordination of artistes and crew and all aspects related to production. He was instrumental in building partnerships with international locations for films shoots and also handled co-productions, acquisitions, production services / line production of international projects in India and liaison on legal aspects related to film production. Aashish also holds the record for having helmed the maximum number of films in Hindi as an Executive Producer.

Balaji Telefilms has a slate of exciting movies it is now curating for the next few years, smartly tailored to diverse audiences. The movie business follows a smart pre-sales and co-production strategy, enabling Balaji Telefilms to target better commercial value.

Commenting on the appointment Mrs Shobha Kapoor Managing Director Balaji Telefilms said "We are happy to welcome Aashish to Balaji Telefilms. Ashish has been involved in creating some of the most memorable films in Bollywood and we look forward to creating more successful films under the Balaji Telefilms banner. Our film business has always been associated with clutter breaking content built on strong stories and I am sure the addition of Aashish will only expand the canvas, strengthening Balaji's movie business."

Commenting on the appointment Mr Aashish Singh said "I am thrilled to join Balaji Telefilms at this stage of its journey and have the opportunity to build a successful and valuable movie production business. Today Balaji Telefilms is one of the few content houses to have successfully produced content across TV, Movies and Digital and I look forward to building a healthy movie business."

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, Naagin 2 and Naagin 3, 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 critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab and most recently Veere Di Wedding.

The Company in 2017 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. These original stories have been appreciated by the global audiences that have been starved of well-made and interesting stories.



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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.