

Balaji Telefilms Limited



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Balaji Telefilms to launch historical drama Chandra Nandini on Star Plus

MUMBAI, India, October 10, 2016—India's leading television and film production Company, Balaji Telefilms Limited (BTL) is set to launch its grandest show yet Chandra Nandini on Star Plus.

Chandra Nandini is an epic historical story on Chandragupta Maurya's love for the daughter of his sworn enemy. The world is aware of Chandragupta Maurya's feats and accomplishments, however very little is known about his love life. This series offers an insight of his love life amongst the various feats he achieved during his journey from early beginning with his training and knowledge imparted by Chanakya to success and fame he achieved in establishing a legendary Empire.

The cast includes Rajat Tokas, Shweta Basu Prasad, Papiya Sengupta, Manoj Kolkatkar, Arpit Ranka to name a few. The show will be aired from October 10, 2016 on **Star Plus** from 8.30 pm to 9.00 pm from Monday to Friday.

Commenting on this new show, **Ms. Ekta Kapoor—Joint Managing Director** said, *"Post the successful airing of Jodha Akbar, I am delighted to produce another epic story of the legendary Chandragupta Maurya. Through this series we have endeavoured to capture several nuances of life of the Emperor, which has not been seen earlier. A lot of effort has been invested to bring this exciting series and I hope the audience will like it."*

Mr. Sameer Nair - Group CEO adds, *"As part of our strategy for the television business we have continuously been adding newer shows to our pipeline across formats and genres. Recently, we launched Naagin 2 on Colors and now Chandra Nandini on Star Plus. With this, we now have 2 shows on Zee, 3 on Colors, 3 on Star Network and one on Doordarshan Network"*

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the television content industry, among other entertainment-led businesses. It has demonstrated success in both films and television. Pioneering widely different genres of content, the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Mrs. 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 film content with alternate sensibilities. Marinating Films Private Limited – a creator of IP and producer of reality shows and events. Chhayabani Balaji



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Entertainment Private Limited – a creator and producer of Bengali content and Event Media LLP – a producer of event based shows.

In recent years, the Company has strengthened its leadership team and is now poised to make a strategic foray into the Digital B2C entertainment category with Alt Balaji through its wholly owned subsidiary - to build a consumer facing brand that offers original, premium and exclusive content for a global digital audience in an endeavour to monetise the incredible potential of original on-demand entertainment.



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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.