

# 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 13, 2022

**BSE Limited.**

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: Press Release**

Dear Sir/Madam,

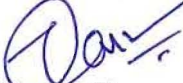
Please find enclosed Press Release dated July 13, 2022 titled “**Abhishek Kumar joins Balaji Telefilms Ltd. as the Group CEO**” which is being issued by the Company.

You are requested to take the same on your record.

Thanking you,

Yours Faithfully,

**For Balaji Telefilms Limited**

  
**Tannu Sharma**  
**Company Secretary**



*Encl: a/a*

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## Abhishek Kumar joins Balaji Telefilms Ltd. as the Group CEO

**Mumbai, July 13, 2022:** Balaji Telefilms, the Entertainment conglomerate, announced the appointment of Mr. Abhishek Kumar as the Group Chief Executive Officer. Abhishek moves on from Jupiter Capital, one of the oldest homegrown Private Equity Funds in India, wherein he was working as the COO & General Partner of the new Funds of the group. Before Jupiter Capital, Abhishek was running a venture capital network, at Rainforest Venture Network as Managing Partner and was also an Advisor & Partner to multiple family offices for technology & consumer investments.

Commenting on the having Abhishek on Board, **Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms** said "We are pleased to have Abhishek as Group CEO, and are confident that he is the right person to lead Balaji to the next stage of growth and value creation. He is a seasoned leader with a stellar leadership reputation. The Indian media sector is undergoing massive change which also creates enormous opportunities for us at Balaji, and Abhishek will lead the efforts with the rest of the team, to seize these opportunities and create value for all our stakeholders."

Commenting on the appointment **Mr. Abhishek Kumar, Group CEO Balaji Telefilms** said "I am of the view that content will continue to remain a key & exciting space irrespective of the platform and value is being attributed to creators of content. Hence, at Balaji, I believe that I can add significant value through my experience in business strategy, M&A, operations and investing in Technology & Media."

Abhishek comes with a rich experience of 20+ years array of experience in business strategy, M&A, operations and investing in Technology & Media. He has been associated with renowned brands like Rainforest Ventures, Snapdeal, TV18 Broadcast Limited, and NDTV.

At Balaji, Abhishek will be responsible for the overall growth and success of the group.

### **About Balaji Telefilms Limited:**

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie, and digital content production. Under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, the brand 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 that 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 6, paving the way for weekend fiction-based programming. Over the years, through its movies business, the Company has also demonstrated success in pioneering the production of differentiated cinematic content across different genres. The Company has been involved in creating several commercial and critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab, Veere Di Wedding and Dream Girl. Balaji Telefilms foray into original shows on Digital platform, 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.

**For further queries please contact:**

Mrs. Tannu Sharma (Group Head- Secretarial)

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