

# 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



May 24, 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 a Press Release of Balaji Telefilms Limited. Kindly take the same on record and upload it on your respective website.

Thanking you.

Yours truly,

For **Balaji Telefilms Limited**

A handwritten signature in blue ink, appearing to read 'Simmi Singh Bisht'. The signature is fluid and cursive.



**Simmi Singh Bisht**

**Group Head- Secretarial**

Encl- a/a

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## **Mumbai, India, May 24, 2017**

In recognition of the continued robust prospects of Balaji Telefilms Limited (BTL) market's leading television content production business and the strong response and growth potential its newly launched digital OTT platform (ALTBalaji), the Management of BTL has decided to concentrate a significant portion of its bandwidth and the Company's available resources on these high potential business segments.

The television business with its strong brand and creative track record has been a consistent performer for BTL and will continue to occupy a significant portion of the Management's bandwidth.

The recently launched digital business under ALTBalaji thru BTL's wholly owned subsidiary ALT Digital Media Entertainment Limited with its stand out original content has received great response with 2.4 million downloads making BTL one of the first movers in the fast growing OTT market in India. Given the disruptive nature of the emerging OTT opportunity, ALTBalaji will be a game changer for BTL.

Several financial and strategic investors have expressed strong interest to partner with ALTBalaji and the Management is actively considering the options available and has appointed Axis Capital as bankers for the Investments.

### **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 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 has made a strategic foray into the Digital B2C entertainment category with AltBalaji (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.



Balaji Telefilms Ltd.



**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.