

Balaji Telefilms Ltd.

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April 24, 2017

To,

Bombay Stock Exchange Ltd.

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051

Sub: **Corporate Announcement**

Dear Sirs,

Please find attached Press Release of ALT Digital Media Entertainment Limited, a wholly owned subsidiary of Balaji Telefilms Limited.

Kindly take the same on record and upload it on your respective sites.

Thanking you.

Yours truly,

For Balaji Telefilms Limited

Simmi Singh Bisht

Group Head Secretarial

Encl: - a/a

ALTBalaji rolls out its Windows Universal App to 400 million global Windows 10 users

New Delhi, April 24, 2017: ALTBalaji, the digital platform from Balaji Telefilms Limited, has announced the roll out of its Windows 10 Universal Application. The app is available in the Windows 10 app store and works seamlessly across PCs, Laptops, Smart Phones, and Surface Tablets running Windows10 OS. The app will soon be rolled out on other popular Microsoft devices and platforms like Xbox, Surface Hub, and other devices through the Universal Windows Platform (UWP). Windows 10 has 400 million monthly active users globally who can now enjoy ALTBalaji's original, exclusive and tailor-made shows on a variety of Windows devices.

Speaking on the announcement, Sunil Nair, COO of ALT Digital Media Entertainment Limited said, "By rolling out the Windows10 app, we have shown our commitment to our audience by making it easy for them to experience ALTBalaji on laptops as well as their regular smart phones. Features like multi-device continuous play will make it easy for users to watch our shows on their mobile phone while on the move, and switch to their Windows 10 laptop or PC to continue enjoying the show seamlessly."

"We believe that with the ALTBalaji Windows 10 Universal App we have created a truly personalized platform which will benefit our digital consumers. All over the world people are more engaged when they consume content on larger screens with an immersive video and audio experience. Microsoft is committed to providing our users with a great viewing platform, and our collaboration with ALTBalaji will ensure that they get seamless access to content anywhere, at any time." said **Vineet Durani, Director, Windows & Surface Business, Microsoft India.**

The video platform supports Microsoft Smooth Streaming and has Playready for Digital Rights Management (DRM). Using UWP allows multiple device specifications through a single app and makes it easy to upgrade seamlessly. Customers can use upto five devices simultaneously with one subscription, which makes it convenient for family viewing.

India is one of the fastest growing digital economies where consumers are moving to different devices for their consumption needs. For the Media & Entertainment industry digital is the latest touch point to directly connect with the consumers. The video-on-demand app has been launched with five new shows, and there will be a new show every fortnight for its viewers to binge watch. ALTBalaji will bring fresh & interesting stories to audiences in varied genres. The platform will offer 250 hours of original content in the first year of its launch.



The new-age, alternative content is created by some of the best talent of the Indian entertainment industry, including critically acclaimed directors and actors. The long illustrious list of artists comprises Nagesh Kukunoor, Juhi Chawla, Nimrat Kaur, Rajkumar Rao, Hansal Mehta, Sakshi Tanwar, Ram Kapoor, Atul Kulkarni, Sameer Soni, Yudhishtar Urs, Dipannita Sharma Atwal, and more.

About ALTBalaji

Balaji Telefilms' foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of Balaji Telefilms Ltd. A multi-device subscription Video On Demand (SVOD) Platform, ALTBalaji gives audiences the content they want to watch - whenever, wherever, and however. ALTBalaji's offerings include premium, disruptive content, and original series across genres. With originality, courage, and relentlessness at its core, ALTBalaji's content stands out for being avant-garde, non-conformist, inclusive, and effervescent. ALTBalaji is here to set new standards and benchmarks in giving digitally connected contemporary audiences an alternate content platform.

About Microsoft India

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services, devices and solutions that help people and businesses realize their full potential. Microsoft set up its India operations in 1990. Today, Microsoft entities in India have over 7,000 employees, engaged in sales and marketing, research and development and customer services and support, across nine Indian cities – Ahmedabad, Bangalore, Chennai, Delhi NCR, Hyderabad, Kochi, Kolkata, Mumbai and Pune. Microsoft is committed to touching and transforming lives and businesses in India through technology.

Microsoft Corporation India Pvt. Ltd.

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ALTBalaji

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