

Balaji Telefilms Limited



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Nachiket Pantvaidya appointed as Group COO Balaji Telefilms, to continue to remain as CEO AltBalaji

Mumbai, India, November 10, 2017

The Board of Balaji Telefilms Limited at its board meeting today approved the appointment of Mr Nachiket Pantvaidya as Group COO Balaji Telefilms Limited. Nachiket will continue to remain as CEO AltBalaji while having additional responsibilities at Balaji Telefilms across the television and movies business.

Nachiket joined AltBalaji in December 2015 and has very quickly scaled AltBalaji to be one of the leading OTT player in the country with the largest collection of original shows in Hindi and other Indian languages. He brings with him extensive operational experience and an excellent understanding of the entertainment ecosystem having worked across all facets of the media industry. Nachiket has previously worked in senior leadership roles across Sony Entertainment Television, Star TV Network, Fox Television Studio, BBC and Disney.

At Balaji Telefilms as Group COO Nachiket will work closely with the television and movies business to drive profitability and operational excellence across the Group. He will help lead the development and implementation of strong processes and controls across the group to deliver on our business plans.

Commenting on the appointment Mrs Shobha Kapoor Managing Director Balaji Telefilms said "Nachiket joined AltBalaji nearly two years ago and has successfully created a strong and valuable B2C brand at AltBalaji. He brings strong leadership and management skills and will now work closely with the television and movies business to help transform the company as we now work to reach Indians globally across multiple screen formats. We wish Nachiket the very best and look forward to bringing together all our collective strengths and expertise to create value for our shareholders"

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 and Naagin 2, paving the way for weekend fiction based programming.



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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, Udtaa Punjab and Half Girlfriend

Recently, the Company has 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. ALTBalaji has over 10 million downloads and subscribers from over 80 countries.



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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.