

Balaji Telefilms Ltd.

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Website : www.balajitelefilms.com
CIN No. : L99999MH1994PLC082802



November 8, 2016

Bombay Stock Exchange Ltd.

PhirozeJeejeebhoy Towers,
Dalal Street,
Mumbai- 400 001.

National Stock Exchange of India Ltd.

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

Script code/ Symbol- 532382/BALAJITELE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed a Press Release on the show “Pardes Mein Hai Meraa Dill” produced by Balaji Telefilms Limited.

The details pertaining to the above are also being uploaded on the Company’s website www.balajitelefilms.com

Kindly take the same on record.

Yours truly,

For Balaji Telefilms Limited

Sanjay Dwivedi
Group CFO



Encl: a/a

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Balaji Telefilms launches a fresh new romantic love story “Pardes Mein Hai Meraa Dill” on Star Plus

Mumbai, India, November 8, 2016

India's leading television and film production company, Balaji Telefilms Limited (BTL) has launched its newest romantic love story, **“Pardes Mein Hai Meraa Dill”** on **Star Plus**.

The show with its fresh cast and presentation gives television viewers an opportunity to witness an unexpected but yet wonderful love story. The show presents a new approach to a daily soap opera and will be a visual delight for viewers as it is shot abroad in picturesque Vienna, Austria.

The cast includes Drashti Dhami and Arjun Bijlani who will be playing the leads on a television show after a long break and promises to enthrall viewers with their on screen chemistry. The show has commenced from Monday November 7, 2016 and will air on Star Plus from 8:00 pm to 8.30 pm from Monday to Friday

Commenting on this new show, **Ms. Ekta Kapoor – Joint Managing Director** said, **“I am very happy to launch a refreshing and unique love story of two individuals brought together by a series of happy coincidences. I am confident our audiences will enjoy this new take on a love story and appreciate the portrayal of the lead actress as a strong and independent modern woman.”**

Mr. Sameer Nair - Group CEO adds, **“We continue to produce high quality content across the genres and our unparalleled relationships across the television broadcasters gives us the creative freedom to produce new and unique content that viewers demand.”**

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 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.



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.