



Press Release

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VODAFONE FIRST TELECOM OPERATOR TO PARTNER WITH ALTBALAJI FOR ORIGINAL CONTENT ON VODAFONE PLAY

Exciting line up of original content from ALTBalaji available on Vodafone Play

With more and more Indians – especially the Velvet Rope Generation – fast adopting mobile phones as their preferred screen for entertainment, the demand for hyper-personalized yet diverse content experience is growing manifold. Ever responsive to the needs of a super-connected customer base, **Vodafone India today announced its partnership with ALTBalaji to provide Indian original content on its entertainment app Vodafone Play.**

Vodafone Play is a video streaming mobile app, where viewers can watch over 300+ Live TV channels, Unlimited Movies in 16 different languages, along with a huge catalogue of trending video and music content across all genres. By extending its rich content portfolio to ALTBalaji, Vodafone Play is packing in more entertainment, anytime, anywhere for its millions of Vodafone users.

Commenting on the partnership, **Avneesh Khosla, Associate Director – Consumer Business, Vodafone India**, said, *“Our audiences, especially millennials, demand diverse, exclusive and original content options to watch as per their convenience. We are happy to partner with ALTBalaji and bring the Original shows to our customer that is only available on digital platform. Balaji has a deep understanding of the Indian content viewership and the consumer preferences. The rich original content of ALTBalaji on Vodafone Play will ensure that viewers can watch their favourite shows conveniently, on-the-go wherever they want.”*

Nachiket Pantvaidya, CEO – ALTBalaji said, *“Our content caters to the Indian language, urban mass audience and is targeted at the 18-35 years demographic. The early response to our content has been good and now we wish to be available in all environments where audiences exist and consume videos. We believe our integration with Vodafone Play app will help us reach more consumers and let them enjoy the content we are proud to present.”*

Launched in April 2017 with 9 original shows, ALTBalaji has become a leading video-on-demand platform with repository of differentiated content for viewers across genres. It has launched



original shows like Karrle Tu Bhi Mohabbat, Dev DD, Romil and Jugal, The Test Case, Boygiri, Bewafaa sii Wafaa, Class of 2017, Cybersquad, Maya Thirrai and Kids animation & live action formats. ALTBalaji adds new shows every month for its viewers to binge-watch and will soon launch a new show – Bose Dead/Alive starring Rajkummar Rao.

Vodafone Play users can access ALTBalaji and enjoy watching the content created by some of the leading talented artistes of the Indian entertainment industry, including critically acclaimed directors and actors.

About Vodafone India:

Vodafone India is a 100% fully owned subsidiary of the Vodafone Group Plc. with operations across the country serving over 209 million customers (over 114 million in rural areas). Commencing operations in 2007, Vodafone is today India's largest foreign direct investor, with a robust, award-winning business and committed for the long term. Vodafone Business Services serves the needs of enterprises and government by providing total telecommunications (Voice and Data) solutions across mobility and wireline platforms. Our mobile wallet, M-Pesa is a unique and innovative money transfer service from Vodafone that fosters financial inclusion.

Committed to optimizing the near-ubiquitous reach of mobile telephony to address national developmental priorities, the Vodafone Foundation partners is actively engaged in community development initiatives especially in the domains of m-Women, m-Agriculture, m-Education and Disaster Relief. Building on its global experience and expertise, an outreach across India and offering a comprehensive portfolio of technologies- 2G, 3G & 4G, Vodafone is uniquely positioned to actualize the vision of Digital India

Globally, Vodafone is one of the world's largest telecommunications companies and provides a range of services including voice, messaging, data and fixed communications. Vodafone has mobile operations in 26 countries, partners with mobile networks in 49 more, and has fixed broadband operations in 19 markets. As of 30th June 2017, Vodafone had 523.5 million mobile customers and 18.5 million fixed broadband customers, including India and all of the customers in Vodafone's joint ventures and associates. For more information, please visit www.vodafone.com.

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.

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