

# Balaji Telefilms Ltd.

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New Link Road, Andheri (West), Mumbai - 400 053  
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Website : www.balajitelefilms.com  
CIN No. : L99999MH1994PLC082802



April 6, 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 a 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 website.

Thanking you.

Yours truly,

For **Balaji Telefilms Limited**

**Simmi Singh Bisht**

**Group Head- Secretarial**

Encl- a/a





## ALTBalaji partners with ACT Fibernet to enable Video-On-Demand access at doorsteps

**6, April 2017:** ALTBalaji, the digital platform of Balaji Telefilms Limited has entered into a strategic partnership with ACT Fibernet, India's largest non-telco Internet Service Provider (ISP) and 3<sup>rd</sup> largest ISP to promote and distribute its Subscription Video-On-Demand (SVOD) service. As part of the association, ACT Fibernet's customers will now be able to subscribe to ALTBalaji's SVOD service as part of their broadband package and pay for the service through a unified bill every month.

To subscribe, users can visit ACT Fibernet's website ([www.actcorp.in](http://www.actcorp.in)) and select ALTBalaji as a value-added service. Through the single subscription, customers will be able to stream exclusive content on over five screens, including television, web and mobile and has integration with Chromecast amongst others.

Speaking on the association, **Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "Globally, entertainment video content multiplies broadband usage. ALTBalaji will exclusively offer more than 250 hours of premium and original digital content in the first year itself. We are confident that our unique and exclusive shows will increase broadband usage for ACT Fibernet. At the same time, it will allow users to avail our rich content with ease as part of their monthly broadband pack. The alliance is symbiotic and allows both companies to derive value from their inherent strengths"

"ACT Fibernet takes pride in delighting users with not only fast and reliable internet service, but also with various value-added services. We have witnessed an increased consumption and demand from our users for online video content over the last year. We are pleased to partner with ALTBalaji, our users will now have further access to exclusive original content", said **Bala Malladi, CEO of Atria Convergence Technologies Private Limited.**

ALTBalaji, the subscription based digital entertainment platform will be commercially available from mid-April. The app will be launched with 6 new shows and will be followed with a new show every 15 days for its viewers to binge watch. The content is created by some of the best talents of the Indian Entertainment industry including critically acclaimed directors and actors. The long illustrious list of artists comprises of 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.

Created to provide an alternative to mainstream Indian entertainment & TV content, ALTBalaji will bring fresh & interesting stories to audiences in varied genres. The platform will offer more than 250 hours of original content in the first year of its launch.

### ALT DIGITAL MEDIA ENTERTAINMENT LIMITED

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### **About ALTBalaji**

Balaji Telefilms foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of Balaji Telefilms Limited. 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 ACT Fibernet**

ACT Fibernet is India's 3rd largest ISP in the wired broadband category with a customer base of over 1.2 million. Headquartered in Bangalore, it has operations in 11 cities across India occupying the leadership position in these cities. With a strong presence in South India and NCR, ACT Fibernet consistently provides fast and reliable internet at speeds of over 100 Mbps.

### **Media Contacts for ALTBalaji**

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