

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
Tel.: 40698000 • Fax : 40698181 / 82 / 83
Website : www.balajitelefilms.com
CIN No. : L99999MH1994PLC082802



October 6, 2016

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.

Script code/ Symbol- 532382/BALAJITELE

Dear Sir/Madam,

Sub: Press Release

Please find enclosed a Press Release on the show 'Naagin 2' 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



Simmi Singh Bisht

Group Head- Secretarial

Encl: a/a

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Balaji Telefilms Limited to launch Naagin 2 on Colors

MUMBAI, India, October 6, 2016 – India's leading television and film production Company, Balaji Telefilms Limited (BTL) is set to launch Naagin 2 on Colors.

Naagin 2 is a sequel to Naagin which was very successful in its first season on Colors. It is a story of India's most popular fantasy character: the ichchadhari naagin. A fantasy revenge love saga of an ichchadhari naagin - a woman who will lose her powers the day she falls in love with a human.

The key cast includes Karanvir Bohra and Mouni Roy and will be aired from October 8, 2016 on **Colors** bi-weekly for one hour duration from 8 pm to 9 pm on Saturday and Sunday. Naagin was the top rated show across GEC's in its first season and had a peak television rating points (TRPs) of 6 (the next highest show on Hindi GEC in the same period was between 3 and 4 TRPs). It has also been dubbed in Tamil, Telugu and Malayalam on Sun TV network and is the top rated show in these languages.

Commenting on this new show, **Ms. Ekta Kapoor–Joint Managing Director said, "I am happy to return with the Season 2 of Naagin. This is the first original Indian fiction programme to be created and telecast in a seasonal format. There is a lot of excitement and anticipation for Naagin 2 among the audiences and I hope it will resonate with them again."**

Mr. Sameer Nair - Group CEO adds, "We have added new shows to our production and creative pipelines especially in the weekend fiction format. Recently, we launched Brahmarakshas Jaag Utha Shaitaan on Zee TV and now Naagin - Season 2 returns to Colors. We remain positive on the television business and its contribution to the Revenue of the Group."

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.



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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:

Sanjay Dwivedi–Group CFO
Simmi Singh Bisht - Group Head Secretarial
Balaji Telefilms Limited
Tel: +91 22 40698000
Fax: +91 22 40698181
Email: sanjay.dwivedi@balajitelefilms.com
simmi.bisht@balajitelefilms.com

Gavin Desa
Rabindra Basu
Citigate Dewe Rogerson (CDR India)
Tel: +91 22 6645 1237 / 1248
Fax: +91 22 6645 1200
Email: gavin@cdr-india.com
rabindra@cdr-india.com

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.