

Balaji Telefilms Limited



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

Board of Directors declares an interim dividend

Interim dividend at the rate of 40% (Rs. 0.80 per share) and special dividend at the rate of 20% (Rs. 0.40 per share)

MUMBAI, India, March 19, 2016–The Board of Directors of India's leading television and film production Company, Balaji Telefilms Limited (BTL), at their meeting held today, declared an interim dividend at the rate of 40% i.e. Rs. 0.80 per equity share of face value Rs. 2/- each and a special dividend at the rate of 20% i.e. Rs. 0.40 per equity share of face value Rs. 2/- each for its continued dominance of over 20 years in the Content Production of Tele Serials.

The pay-out date for this dividend will be on or after March 31, 2016 and the total pay-out inclusive of applicable taxes amounts to Rs. 10.97 crore.

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified 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 commercial filmed content with alternate sensibilities. In recent years, the company has infused new professional management bandwidth into its DNA and is now poised to make a strategic foray into the Digital B2C entertainment category with Alt Digital Media.

For further details please contact:

Sanjay Dwivedi–Group Chief Financial Officer
Simmi 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

RabindraBasu

CitigateDeweRogerson (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.

