

# 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



July 20, 2017

BSE Limited  
Sir Phiroze Jeejeebhoy Towers  
Dalal Street, Fort  
Mumbai-400 001  
**Stock Code: 532382**

National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (East)  
Mumbai-400 051  
**Stock Code: BALAJITELE**

**Kind Attn: Nitin Pujari, Listing  
Department, Department of  
Corporate Relations**

**Kind Attn: Avinash Kharkar, Listing Department,  
Department of Corporate Relations**

Dear Sir/ Madam,

**Sub: Outcome of Board Meeting - Raising of funds by issue of securities on preferential basis and calling of Extraordinary General Meeting of the Company on August 16, 2017 for obtaining shareholder's approval for raising of funds by issue of securities on preferential basis**

Further to our letter dated July 17, 2017 and in accordance with Regulation 30 read with Part A of Schedule III of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("**Listing Regulations**"), we wish to inform you that the Board of Directors of the Company, at their meeting held today i.e. July 20, 2017 have approved the issue of 2,52,00,000 equity shares of the Company ("Equity Shares") to Reliance Industries Limited at a price of INR 164 per share aggregating to INR 413.28 crores on a preferential basis and have proposed to hold Extra Ordinary General Meeting (EGM) of the Company on August 16, 2017 for seeking approval of the same

The Board of Directors of the Company have authorised Mrs. Simmi Singh Bisht, Group Head Secretarial on behalf of the Board to finalise the EGM notice alongwith explanatory statement for obtaining consent of the Members of the Company for the preferential allotment and to do all such acts, deeds, matters and things as may deem fit, necessary, desirable incidental or expedient for such purpose..

Enclosed please find a press release in this regard.

We request you to take the above on record and treat the same as compliance under the Listing Regulations.

Thanking you,

Yours Faithfully,  
**For Balaji Telefilms Limited**

**Simmi Singh Bisht  
Group Head Secretarial**



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## Board of Balaji Telefilms approves a preferential allotment to Reliance Industries Limited

**Mumbai, India, July 20, 2017**

The Board of Directors of Balaji Telefilms Limited ("Balaji" or "the Company") in its meeting held today considered and approved an investment by Reliance Industries Limited ("RIL"), one of India's leading corporates, through a preferential issue of 2,52,00,000 equity shares at INR164 each, aggregating to INR 413.28 crores, subject to necessary shareholder and other approvals.

Balaji is India's leading entertainment content producer operating across television, movie and digital platforms. Over the years, the Company has demonstrated sustained success in pioneering the production of differentiated content across different genres and languages. The Company has recently launched ALTBalaji ("ALT"), a multi-device subscription video on demand platform, which offers original, premium and exclusive content for a global digital audience and in a short span post its launch has garnered over 4 million downloads across 80 countries. ALT's early success has further reinforced the Company's OTT strategy, which allows it to own the intellectual property rights and have direct access to the viewers. ALT is reflective of the Company's strategic intent to build a consumer facing brand by leveraging its enjoyable and engaging content appealing to the tastes of digital audience globally and monetising the immense potential of original on-demand entertainment.

This transaction marks a landmark event for the Indian OTT industry and is expected to further accelerate the growing trend of media consumption 'on-the-go'. The proceeds from the transaction would be utilized to further speed up content development initiatives, especially for ALT, thereby providing it with a strong ability to compete with other OTT service providers- both global and Indian. Reliance Industries Limited has made a significant contribution towards creating a digital revolution in India by providing high speed data on handheld devices at extremely competitive price, thereby helping to create an environment ripe for ALT's success. This investment will give strong impetus to the Company's focus on becoming India's content powerhouse.

Commenting on the transaction **Mr. Jeetendra Kapoor, Balaji's Chairman**, said "We welcome Reliance Industries Limited as a partner in our growth journey towards becoming the preferred content producer for the Indian diaspora across all means of video consumption and across all geographies. This investment is a vote of confidence to the Company's strategic move to own our IP and our viewers. I would like to congratulate Ekta and the entire Balaji team on this early success and am sure that they will continue to take the Company forward from strength to strength. I would also like to thank Axis Capital for its valuable and unwavering support over the years. They have visualized and facilitated this important investment which will help us become one of the leading content players globally".

Axis Capital Limited acted as the sole investment banker for this transaction.



*Balaji Telefilms Ltd.*

### **About Balaji Telefilms Limited:**

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, has enjoyed market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as "Kyunki Saas Bhi Kabhi Bahu Thi" and "Kahaani Ghar Ghar Ki". More recently it has created an extremely successful mystical fantasy series of "Naagin 1" and "Naagin 2", paving the way for weekend fiction based programming.

Over the years the Company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time, Ek Villain, Udta Punjab & Half Girlfriend.

Recently, the Company has launched ALTBalaji, a multi-device Subscription Video On Demand platform that offers original, premium and exclusive content for a global digital audience. ALTBalaji is the group's strategic foray into the Digital B2C entertainment category to build a consumer facing brand that gives audience the content they want to watch - whenever, wherever and however. ALTBalaji's launch line up of shows include "Karle Tu Bhi Mohabbat" - starring Ram Kapoor and Sakshi Tanwar, in a story of two opposite attracts, "The Test Case" - a story on the Indian Army's first female test case in a combat role, "DevDD" - a show depicting a female Devdas who is wilder than the imagination, "Boygiri" - a tale about 6 men who refuse to grow up, "Bewafaa Se Wafaa"- a show on married couple finding their soulmates after marriage and "Romil and Jugal"- a passionate tale of Romeo and Juliet with a twist. These original stories have been appreciated by the global audience that have been starved of well-made and interesting stories. ALTBalaji has over 4 million downloads and subscribers from 80 countries.

### **About Reliance Industries Limited:**

Reliance Industries Limited (RIL) is India's largest private sector company, with a consolidated turnover of INR 330,180 crore (\$ 50.9 billion), cash profit of INR 42,800 crore (\$ 6.6 billion), and net profit of INR 29,901 crore (\$ 4.6 billion) for the year ended March 31, 2017. RIL is the first private sector company from India to feature in Fortune's Global 500 list of 'World's Largest Corporations' - currently ranking 215th in terms of revenues, and 126th in terms of profits. RIL stands 106th in the 'Forbes Global 2000' rankings for 2017 - the top-most among Indian companies. RIL ranks 10th in LinkedIn's 'Top Companies Where India Wants to Work Now' (2017). It ranks 238th in the Financial Times' FT Global 500 list (2015) of world's largest companies. The company's activities span hydrocarbon exploration and production, petroleum refining and marketing, petrochemicals, retail and 4G digital services.



**For further details please contact:**

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**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](mailto:sanjay.dwivedi@balajitelefilms.com)

[simmi.bisht@balajitelefilms.com](mailto:simmi.bisht@balajitelefilms.com)

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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.