

Balaji Telefilms Ltd.

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CIN No. : L99999MH1994PLC082802



June 26, 2017

To,

Bombay Stock Exchange Ltd.

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai-400 001

Stock Code: 532382

National Stock Exchange of India Ltd.

“Exchange Plaza”,

Bandra-Kurla Complex, Bandra (East),

Mumbai-400 051

Stock Code: BALAJITELE

Sub: **Corporate Announcement**

Dear Sirs,

Please find attached 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 sites.

Thanking you.

Yours truly,

For Balaji Telefilms Limited

Simmi Singh Bisht
Group Head Secretarial

Encl: - a/a





ALTBalaji to be available on Opera TV powered devices globally

26 June, 2017: ALTBalaji, the largest digital platform for exclusive and original shows from India, has announced its content availability on Opera TV. This means that all Smart TVs, Blu-ray disc players and set-top boxes powered by Opera TV, will provide instant access to over 250 hours of original content from ALTBalaji. Simultaneously, ALTBalaji subscribers will now be able to access the service using the Opera TV store.

ALTBalaji was launched globally on 16th April 2017 with 6 original shows, the app has already clocked more than 3mn downloads and subscribers from over 75 countries. On the other hand, Opera TV is the market leader in enabling OTT through its embedded and cloud software portfolio that is integrated by manufacturers and operators. In the past 5 years, over 150 million connected TV devices have been enabled by Opera TV, awarding it a global market share of 33 percent in Smart TVs.

Commenting on the partnership, **Mr. Sunil Nair, COO, ALTBalaji** said, "It gives us immense pleasure to partner with Opera TV as our content will be accessible for viewers on Smart TVs as well as other platforms like Blu-ray Disc players and set-top boxes. As per statistics, 29 percent of all TVs are Smart TVs, and 93 percent of Smart TV owners connect their TV to the Internet. The wider offering and the intensive use of video on-demand content, fuel this development. Our aim is to provide a seamless and enjoyable user experience through our integration with Opera TV and making available our shows on the connected screens."

"We, at Opera TV, are excited to partner with ALTBalaji as we share similar objectives of offering a variety of content to end users through state-of-the-art user experiences on the big screen. Digital shows offered by ALTBalaji are rich and resonates well with our existing selection of informative, entertaining and educational content. Today, a majority of our smart TV audience use OTT apps for watching movies and original shows and this partnership ensures that they'll continue to avail of the best of entertainment through a hassle-free experience," said **Aneesh Rajaram, CEO, Opera TV**.

ALTBalaji is the only digital platform launched with 6 original Indian language shows like DevDD, Karrle Tu Bhi Mohabbat, Boygiri, Bewafaa sii Wafaa, Romil and Jugal, The Test Case and Maya Thirrai – the first Tamil original digital show to the portfolio. Some of the best talent of the Indian entertainment industry, including critically acclaimed directors and actors has created the content. The long illustrious list of artistes 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.

REGISTERED ADDRESS: C 13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Indl Estate, New Link Road, Andheri-West, Mumbai 400053

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 Ltd. A multi-device Video On Demand 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 Opera TV

Opera TV is the market leader in enabling the TV industry's transition to OTT. The Opera TV portfolio powers rich web experiences on tens of millions of devices each year, including Smart TVs, set-top boxes, Blu-ray Disc players, Game Consoles and chipsets for more than 60 customers. The Opera TV ecosystem spans the Opera TV Store app platform with over a thousand entertaining apps tailor-made for TV, the Opera Devices SDK (software development kit) for creating and rendering HTML5-based user interfaces including optional modules to enable HbbTV, the Opera Media Streaming Module, to manage the rapidly changing global OTT streaming requirements, and the Opera TV browser for browsing the full web on TV. Opera TV offers solutions for OEMs, pay-TV operators, broadcasters and content publishers.

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