

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



January 25, 2018

To,

BSE 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 Sir/Madam,

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 partners with Reliance Jio
to make available original content on Jio's digital platforms**

With over 11 million mobile app downloads and more than 2 million web viewers, ALTBalaji is the most popular repository of original Indian video content on the internet. It is available in over 90 countries and caters to the need of Indian consumers and Indian diaspora spread across the globe.

With rich entertaining #ALTBalaji original content and a robust distribution strategy, ALTBalaji aims to reach out to a wide base of subscribers. It today announced a strategic partnership with Reliance Industries Limited ('Reliance') to make available its original content to the millions of customers of the online platforms of Reliance such as Jio Cinema, Jio TV etc. This content would be enjoyed by all the subscribers of Reliance Jio ('Jio'), one of the leading telcos in India, as part of the Digital Services eco-system offered by Jio.

Jio's established user base of over 160 million will help to strengthen the distribution of ALTBalaji content.

Speaking about the association, Nachiket Pantvaidya, Group COO and CEO of ALTBalaji said, "Our content caters to the Indian language mass audience and is targeted at 18-45 years demographic. The early response to our content has been good and now we wish to be available inside all environments where audiences exist and consume videos. We believe that our association with the Jio platforms will help us reach their consumers and let them enjoy the content we are proud to present. Our offerings have a very good fit with the Jio Digital Life eco-system."

ALTBalaji recently premiered its biggest and most ambitious show #ALTBalaji Original 'Bose: Dead/Alive', which established its association with Reliance. ALTBalaji currently offers 14 original shows in different languages across various genres such as romance, mystery, drama, and comedy. The digital platform also has two regional original shows in its portfolio - Maya Thirrai (the first Tamil original web series) and Dhimaner Dinkaal (the first Bengali original web series). In addition to this, the app also offers entertaining original shows for children and recently launched short, snacky and hilarious regional stand-up comedy videos in Marathi, Punjabi and Gujarati.

ALT DIGITAL MEDIA ENTERTAINMENT LIMITED

302 Satyadev Plaza, Dalia Industrial Estate, Off New Link Road, Andheri West, Mumbai 400053

T 91 22 4257590 | F 91 22 40698181 /82 /83 | www.altbalaji.com | @ALTBalaji | CIN No: U74999MH2015PLC266206



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 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.

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