

Balaji Telefilms Limited

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ALTBalaji direct subscriptions twelve-month revenue at Rs 52.39cr Original show library at 90+

May 20th 2022: Balaji Telefilms announced its financial results for the fourth quarter and twelve-months ended 31st March 2022.

ALTBalaji remains one of OTT's most consistent hit content creators adding 13 shows in the twelve months taking the overall library to 90+ shows. The Company sold 3.88mn subscriptions during twelve months ending 31st March 2022. This excludes subscribers on partner apps where the content continues to do well. The Company continues its strategy to drive deeper audience engagement by creating content that is targeted at mass India seeking differentiated stories. The platform has over 90+ shows and some of the hits launched in Q4Fy22 includes Lock Upp which garnered immense popularity and became the highest watched reality show in OTT space within a very short span and crossed 500+ million views. At the same time, the engagement time stands at 66 mins, with watch time at 15.75 billion in minutes. Video views stand at 1.29 billion cumulative till date.

During the twelve months TV business produced 863+ hours of content across 7 shows for 4 broadcasters. 2 new exciting shows have been lined up and should commence shortly.

Movie business continued to make good progress in completing its productions given that normal operations were fully resumed on account of easing of restrictions. Further, with the relaxations implemented in terms of re-opening of cinema theatres, the theatrical distribution business is steadily on its way to regain momentum and this has accordingly allowed the Company to pursue its monetization strategies for completed productions in terms of theatrical launches as well as deals for direct to digital. 7 movies are planned for release in Fy23 and Pre-locked exiting deals on few movies. As part of its strategy the Company continues to control investments in movies and pursue pre sales and co-production deals where feasible.

Mrs. Shobha Kapoor, Managing Director, Balaji Telefilms Limited said, "The relaxation of COVID-19 restrictions and norms in this financial year allowed us to operate at our optimum efficiency levels. ALTBalaji continues to drive subscription growth and we added 3.88mn subscriptions during the twelve months. We added 13 shows in the twelve months which included the highest watched reality show Lock Upp in OTT space signalling the reach of the business. We continue to have strong controls on the cash spend while driving overall profitability including some strong strategic content sharing deals which allows us to further our growth.

Our TV business has shown good recovery in terms of production hours and we hope to improve this momentum as 2 new shows will commence. In the movie business, production

for some exciting projects is at various stages of completion. We closely monitor the availability of theatrical releases and direct to digital launches. Overall, the year has been good and expected to continue the momentum.”

OPERATIONAL and FINANCIAL HIGHLIGHTS

- ALTBalaji total subscriptions sold in FY22 were 3.88 mn. Direct subscription revenues at Rs 52.39cr vs Rs 54.05 cr
- ALTBalaji 90+ shows live on the platform
- TV business continued at normal in twelve months with 863+ hours of production across 7 shows and a strong pipeline with exciting shows for the year.
- Movies current pipeline includes 7 exciting projects with some of the top leading actors and directors of the country
- Overall financial performance for the twelve months
 - Group revenues at Rs 337cr of which ALTBalaji contributed Rs 102cr
 - Group EBITDA loss at Rs 121cr and Loss after tax at Rs 133cr

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, enjoys 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 to Naagin 6, 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. The Company 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, Udtaa Punjab and recently Veere Di Wedding and Dream Girl

Balaji Telefilms Ltd’s foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji’s offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji’s content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

For further queries please contact:

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