

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



March 10, 2016

To,

Bombay Stock Exchange Ltd

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051

Dear Sir/Madam,

Sub: Regulation 30 of the SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015 - Intimation for Allotment of Shares.

Pursuant to Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulations 2015, please be informed that, the Committee of Board of Directors of the Company in its meeting held today i.e. March 10, 2016, has approved allotment of 10720000 Equity Shares of the Company to Vanderbilt University, GHI LTP LTD, GHI HSP LTD, GHI ERP LTD, Atyant Capital India Fund-I. The allotment details are attached as Annexure I.

Also attached is the Press release for the same.

Kindly take the same on record.

Yours faithfully,

For **Balaji Telefilms Limited**

Simmi Singh Bisht

Group Head- Secretarial



Annexure- I

Sl. No	Details of Subscriber	Number of Equity Shares	Consideration (in Rs.)
1.	The Vanderbilt University, permanent account number AAAAV5194R, having its office at 2100 West End Avenue, Suite 1000, Nashville, Tennessee 37203 ("The Vanderbilt University")	2,550,000	357,000,000
2.	GHI ERP Ltd, permanent account number AAECG7555R, having its office at 9th Floor, Orange Tower, Cybercity, Ebene, Mauritius ("GHI ERP Ltd")	620,000	86,800,000
3.	GHI HSP Ltd, permanent account number AAECG7556N, having its office at 9th Floor, Orange Tower, Cybercity, Ebene, Mauritius ("GHI HSP Ltd")	1,000,000	140,000,000
4.	GHI LTP Ltd, permanent account number AAECG7559D, having its office at 9th Floor, Orange Tower, Cybercity, Ebene, Mauritius ("GHI LTP Ltd")	3,500,000	490,000,000
5.	Atyant Capital India Fund - I, permanent account number AAFCA4514M, having its office at C/o CIM Fund Services Limited, 33, Edith Cavell Street, port Loius, Mauritius ("Atyant Capital India Fund - I")	3,050,000	427,000,000
	TOTAL	10,720,000	1,500,800,000



Press Release

Thursday, March 10, 2016 - Mumbai

Balaji Telefilms Limited completes fund raise of Rs. 150.08 crore through Preferential Issue

Subsequent to obtaining approval of the shareholders in the Extra-ordinary General Meeting on March 5, 2016, Balaji Telefilms Limited (the "Company") has today completed the allotment of 1,07,20,000 equity shares representing 14.1% of the equity share capital of the Company to Atyant Capital India Fund – I, Vanderbilt University, GHI LTP Ltd., GHI HSP Ltd. and GHI ERP Ltd.

The equity shares, having face value of Rs. 2 each, have been issued and allotted on preferential basis at a price of Rs. 140 each for a total consideration of Rs. 150.08 crore. In accordance with Chapter VII of the Securities and Exchange Board of India (Issue of Capital and Disclosure Requirements) Regulations, 2009, the equity shares will be locked-in for a period of one year from the date of trading approval.

The proceeds of the issue will be utilized to catapult the launch and growth of ALT Digital Media Entertainment Limited (ALT Digital Media) – the Group's foray into the B2C digital content business segment – the next growth driver for the Company. ALT Digital Media will create its own highly differentiated, original digital content platform for the entire connected ecosystem spanning mobiles, computers, tablets, smart TVs and game stations.

The Board of Directors of the Company has approved investment of Rs. 150 crore in ALT Digital Media.

Commenting on the completion of the fund raise, **Mr. Sameer Nair, Group CEO, Balaji Telefilms, said, "We are delighted to have completed this fund raising to support our growth aspirations through ALT Digital Media. We are now on a fast track mode to roll out the ALT Digital OTT platform which is set to redefine the entertainment viewing experience of Indian in India and across the globe."**

Axis Capital Limited was the sole investment banker and advisor for the fund raise.

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 Details, Contact:

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Simmi Singh Bisht (Group Head - Secretarial)

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