

# Balaji Telefilms Ltd.

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April 13, 2017

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

**Sub: Corporate Announcement**

Dear Sirs,

Please find attached a 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 website.

Thanking you.

Yours truly,

For **Balaji Telefilms Limited**

**Simmi Singh Bisht**

**Group Head- Secretarial**

Encl- a/a





## Balaji Telefilms goes digital with launch of mobile platform ALTBalaji

*~ New shows to be available only on mobile & web, to create 250+ hrs of original content  
this year ~*

**Delhi, April 13<sup>th</sup>, 2017:** Undisputed leaders in the world of television and cinema Balaji Telefilms announced their arrival in the digital world through the launch of mobile platform ALTBalaji today. ALTBalaji is launched with the vision to create original shows for India & Indians abroad, for consumption on their personal devices at location/time/show of their choice! The platform will offer 250+ hours of original, exclusive content to its subscribers. This ad free, subscription based platform will be commercially available with few of these original shows from 16<sup>th</sup> April. After conquering the world of television, Balaji Telefilms and Ekta Kapoor is all set to claim her throne on digital entertainment space with the OTT platform ALTBalaji.

The shows on video on demand platform are created by the best talent of Indian entertainment industry including critically acclaimed directors and actors. The long illustrious list of artists 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 many more.

Commenting on the launch, **Ekta Kapoor, Joint Managing Director of Balaji Telefilms Limited**, said, "Indian entertainment audience is evolving and so are we at Balaji, with ALTBalaji we are officially identifying our audience as individuals and not groups/family. We are entering into their most personal space- mobile phones and this empowers them to really watch what they want, at the time & location of their choice and not what single TV family is habituated to. ALTBalaji's shows will open new world of home grown differentiated entertainment to the viewers with the best stories and artists."

**Sameer Nair, Group CEO, Balaji Telefilms Limited** said, "We are proud to bring ALTBalaji to the Indian viewers, this is an alternate to their regular entertainment options- TV, Bollywood Films and foreign English content. We fit right between these options and with the plummeting digital divide across Indian cities we found a perfect space to showcase our content, digital platform. We tied up with multiple partners to ensure smooth navigation and subscription payment option, creating an unparalleled user experience on the app."

**Mr. Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited** said, "The most endearing feature of ALTBalaji is its content, we are launching with the promise to bring fresh and never heard of stories to our viewers. While we are starting with five shows, it will be followed by a new show every 15 days for the binge watch lovers. On one hand we offer



the story of India's first female in combative role- THE TEST CASE on the other we have the most loved TV stars in KARRLE TU BHI MOHABBAT. It is intriguing and fresh story-telling."

### Features of ALTBalaji app

ALTBalaji is fully cloud based, to deliver incomparable performance and durability, ensuring high performance video delivery to all subscribers. ALTBalaji's highlights include:

- A subscription based Video-on-Demand service with original and exclusive premium content at competitive prices to customers
- 5 episodes of every show free for viewing & less than Rs.1/day thereon
- Service across multiple connected devices with seamless cross device user experience
- Parental control allowing kids to watch kids content and giving them no access to other content

### Details of shows

- **The Test Case-** directed by national award winning director Nagesh Kukunoor, the show stars Nimrat Kaur as THE TEST CASE prepping to be the Indian Army's first woman test case in a combat role. It is an inspirational story about her passion and struggle to prove her worth as a combative soldier. The impressive cast includes Juhi Chawla, Atul Kulkarni and Rahul Dev.
- **Boygiri-** it is fun, pure, unadulterated, slaphappy comic story of boys next door. Boygiri is an authentic take on "men will be boys" and the overarching awkwardness of being boys.
- **Romil and Jugal-** this is ALTBalaji's fresh take on Shakespeare's famous tale of Romeo and Juliet but with a twist. An emotional love story of two boys- Romil and Jugal who hail from different family and cultural backgrounds.
- **Karrle Tu Bhi Mohabbat-** Starring the famous duo Sakshi Tanwar and Ram Kapoor, this is a story of two opposite people who cross each other's paths suddenly and how it has an everlasting impact on their lives.
- **Bewaffa Sii Wafaa-** a matured, complicated love story of two married people, married to other people. This emotionally charged story opens multiple layers off a relations between married couples and explores what happens when one of them finds loves outside marriage.
- **Dev DD-** Imagine Devdas with a bottle of vodka, now replace Devdas with Devika Dharmendra Dwivedi! This is a twisted tale of Devika (Dev DD) who is not a 'so called good girl' and loves everything that is complicated in life.



ALTBalaji's 250+ hours of original and exclusive content offers a wide range of genres, the package has something for every viewer. Shows in regional language are also in pipeline for the platform, Maya Thirrai- a Tamil thriller drama will soon be available to viewers. ALTBalaji will offer extensive range of shows in various languages and genres to all age group and regions, both in India and abroad.

#### **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.

#### **Media Contacts for ALTBalaji:**

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