

# 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



April 27, 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 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**

**Sanjay Dwivedi**

**Group Chief Financial Officer**

Encl: - a/a



## ALTBalaji's audience is spread over 70 countries globally

~ The app's original and exclusive content is being enjoyed by global Indians ~

**Mumbai, 27<sup>th</sup> April 2017:** ALTBalaji, the digital platform of Balaji Telefilms which launched on 16<sup>th</sup> April 2017, now has an audience in over 70 countries within 10 days of the service going live. ALTBalaji was made available globally and the shows have found an audience not just with the South Asian Diaspora but also with regions where Indian entertainment content has been popular.

The countries include US, Canada, Great Britain, Australia, Far East and UAE which have large pockets of Indian communities and places like Suriname, Curaco, Armenia, Ghana, Kyrgystan and Aruba which have PIOs in significant numbers.

ALTBalaji's launch line up of shows include *Karrle Tu Bhi Mohabbat*-starring Ram Kapoor and Sakshi Tanwar, in a story of two opposite attracts, *DevDD* - a show depicting a female Devdas who is wilder than the imagination, *Boygiri* – a tale about 6 men who refuse to grow up, *Bewafaa Sii Wafaa*- a show on married couple finding their soulmates after marriage and *Romil and Jugal*- a passionate tale of Romeo and Juliet with a twist. These original stories have been lapped up by the audiences that have been starved of well-made and interesting stories.

**Nachiket Pantvaidya, CEO of ALT Digital Media Entertainment Limited said** – “We have created a platform for original and exclusive Indian content that fills the gap between what Indian TV shows and Western shows have to offer. We are showcasing original and exclusive content in languages like Bengali, Punjabi, Tamil and Gujarati that will appeal to a broad spectrum of South Asian audiences globally and we are happy to discover that even non-Indian audiences subscribed to our shows and are enjoying them.”

ALTBalaji will release new shows every fortnight for its viewers to binge watch. The content is created by some of the best talent of the Indian entertainment industry, including critically acclaimed directors and actors. 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. ALTBalaji's 250+ hours of original and exclusive content offer 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 offers an extensive range of shows in various languages and genres to all age groups and regions, both in India and abroad.

### ALT DIGITAL MEDIA ENTERTAINMENT LIMITED

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

T 91 22 42575900 | 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 Limited. 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.

### **Media Contacts for ALTBalaji**

Deepak Kapoor  
Perfect Relations Pvt Ltd  
9833582474

Swati Soni  
Perfect Relations Pvt Ltd  
9833718145

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