

# *Balaji Telefilms Limited*

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## **ALTBalaji direct subscriptions up 69% YoY and half-yearly revenue at Rs 34cr Original show library at 87**

**November 9<sup>th</sup> 2021:** Balaji Telefilms announced its financial results for the quarter and half year ended 30<sup>th</sup> September 2021.

ALTBalaji remains one of the most consistent hit content creators for OTT adding 9 shows in the half year taking the overall library to 87 shows. The company sold 2.9m subscriptions during the H1Fy22 and currently has an active direct subscriber base of over 1.45m. 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 87 shows and some of the hits launched in H1Fy22 includes Punchh Beat Season 2, Broken but Beautiful 3 and Cartel.

During the half year TV business produced 363.5 hours of content across 7 shows for 4 broadcasters. 5 new additional shows have been lined up and should commence shortly. 3 new shows launched during Q2Fy22.

Movie business resumed production and the company made good progress. The Company continues to wait for availability for theatrical launch windows and looking at deals across direct to digital as well. 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, “ALTBalaji continues to drive subscription growth and we added 2.9m subscriptions during the half year. We added 9 shows in the half year and now have a very strong line up for the rest of the year. Our strategic content sharing deals will ensure we maintain control on the cash spend while driving overall profitability. Our TV business has shown good recovery in terms of production hours and we hope to improve this momentum as 5 new shows commence. In the movie business, production for some of the exciting projects are at various stages of completion and we are closely monitoring the availability for theatrical releases as well and direct to digital launches. Overall, the year has started well and we will build on this momentum through the year.”

## **OPERATIONAL and FINANCIAL HIGHLIGHTS**

- ALTBalaji total subscriptions sold for the half year at 2.9m vs 1.7m in H1FY21, direct subscription revenues at Rs 34cr vs Rs 24cr
- Current active subscriber base at 1.45m and 87 shows live on the platform
- TV business continued at normal in H1 with 363.5 hours of production across 7 shows and strong pipeline for the year. 3 new shows launched during Q2FY22
- Movies current pipeline include 5 exciting projects
- Overall financial performance for the half year
  - Group revenues at Rs 141cr of which ALTBalaji contributed Rs 39cr
  - Group EBITDA loss at Rs 68cr and Loss after tax at Rs 73cr

### **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 5, 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, Udta Punjab and most 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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