

# Balaji Telefilms Limited



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## **AltBalaji ranked number 4 in Google's most popular apps for 2017 – only subscription video service on the list**

**Mumbai, India, December 4, 2017**

AltBalaji the Subscription Video On Demand platform that offers original, premium and exclusive content for global digital audiences was ranked number 4 in the recently released Google Play's "Best of 2017" India list. The annual rankings reveal the most popular apps, games, movies, books, and music on the Android platform in India.

This is a significant achievement for the Company as AltBalaji was only launched in April this year and has quickly become the number 1 destination for original and exclusive video content in Hindi and regional languages. AltBalaji is the only video subscription service in the top 5 which features other free photo editing and messaging apps.

This ranking in addition to the App Annie rankings released in October 2017 in which AltBalaji was ranked number 3 "video streaming apps by revenue" clearly validates our proposition that Indian consumers will download and pay for original and exclusive content.

AltBalaji today offers one of the largest collection of original and exclusive shows across a wide range of storylines and genres, with hit shows such as Dev DD, Karrle Tu Bhi Mohabbat and Bose Dead / Alive.

**Commenting on the development Mrs Shobha Kapoor Managing Director Balaji Telefilms** said "AltBalaji was launched with an intention of addressing the gap in the Indian content market for digital audiences and we are very pleased with the early encouraging response. We continue to focus on creating significantly valuable Intellectual Property Rights through our content and also give our audiences stories that have never been told before. These early successes and external validations will only help the team at AltBalaji to continue to strive for greater success."

### **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 and Naagin 2, 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. Balaji Motion Pictures 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 Half Girlfriend

Recently, the Company has launched ALTBalaji, a multi-device Subscription Video On Demand platform that offers original, premium and exclusive content for a global digital audiences. ALTBalaji is the group's strategic foray into the Digital B2C entertainment category to build a consumer facing brand that gives audiences the content they want to watch - whenever, wherever and however. These original stories have been appreciated by the global audiences that have been starved of well-made and interesting stories. ALTBalaji has over 10 million downloads and subscribers from over 80 countries.



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***Safe Harbor:***

Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.