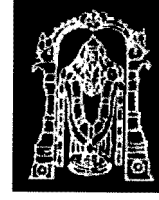


Balaji Telefilms Ltd.

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



June 20, 2019

To,

BSE Limited.
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001
Stock Code: 532382

National Stock Exchange of India Ltd.
"Exchange Plaza",
Bandra-Kurla Complex, Bandra (East),
Mumbai-400 051
Stock Code: BALAJITELE

Sub: Corporate Announcement

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the Press Release 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

Simmi Singh Bisht
Group Head Secretarial
Membership No. A23360



Encl: - a/a

Balaji Telefilms Limited



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New Link Road, Andheri (West), Mumbai 400 053
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Balaji Telefilms Completes Sale of Rights for Upcoming Slate of Four Movies For Over Rs 100 cr, Ensuring Strong Profitability for the Slate

Mumbai, India, 20 June 2019

Balaji Telefilms Limited has completed the sale of theatrical distribution rights for its upcoming slate of four exciting movies. Pen Marudhar Entertainment (subsidiary of Pen Studios) has acquired the distribution rights for Mental Hai Kya, Jabariya Jodi, Dream Girl & Dolly Kitty Aur Woh Chamakte Sitaare.

Earlier in the year the company had sold to Zee Entertainment Enterprise the Satellite, Digital and Music rights for these films. Following the sale of the theatrical distribution rights for these movies, the Company has recovered all its costs associated with the movies by way of minimum guarantee and is on path to deliver a sizeable profit in the movie business. The Company's focus on pre-sales and co-production is paying off as intended and the Company will continue this strategy to grow its movies portfolio.

Mental Hai Kya boasts of two powerhouse performers Kangana Ranaut & Rajkummar Rao, who will be seen battling it out in this quirky thriller. Following this we have Sidharth Malhotra & Parineeti Chopra's Jabariya Jodi that explores the concept of 'groom kidnapping' in a humorous way.

The other two movies in the slate include an out and out comedy Dream Girl starring Ayushmann Khurrana and Nushrat Bharucha. Dolly Kitty Aur Woh Chamakte Sitaare, starring Bhumi Pednekar & Konkona Sen Sharma rounds up the slate.

Balaji Telefilms has always pursued a strategy of curating clutter breaking film content and we continue to develop an exciting slate for the next year.

Commenting on this development **Mrs Shobha Kapoor Managing Director Balaji Telefilms** said "We are pleased with this development and look forward to working with such experienced partners, who can optimise the reach and potential of our forthcoming slate. We will remain selective and profitable in our movie business and continue to tell unique and engaging stories."

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



Balaji Telefilms Ltd.

Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1, Naagin 2 and Naagin 3, 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, Udta Punjab and most recently Veere Di Wedding.

The Company in 2017 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.



For further details please contact:

Sanjay Dwivedi – Group Chief Financial Officer

Simmi Singh Bisht - Group Head Secretarial

Balaji Telefilms Limited

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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.