



Great stories
happen to those
who can tell them.

**1.27
Billion**

Total
Population
of India



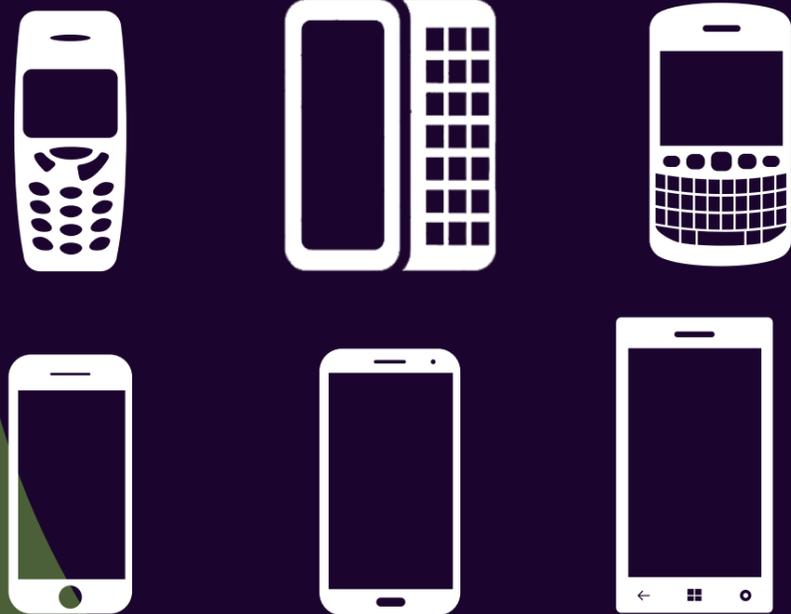
800
Million
TV Viewers



280
Million
Print Readers



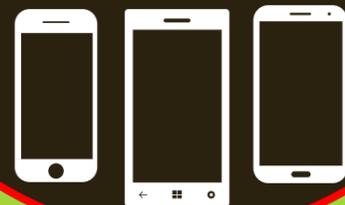
910
Million
Mobile Users

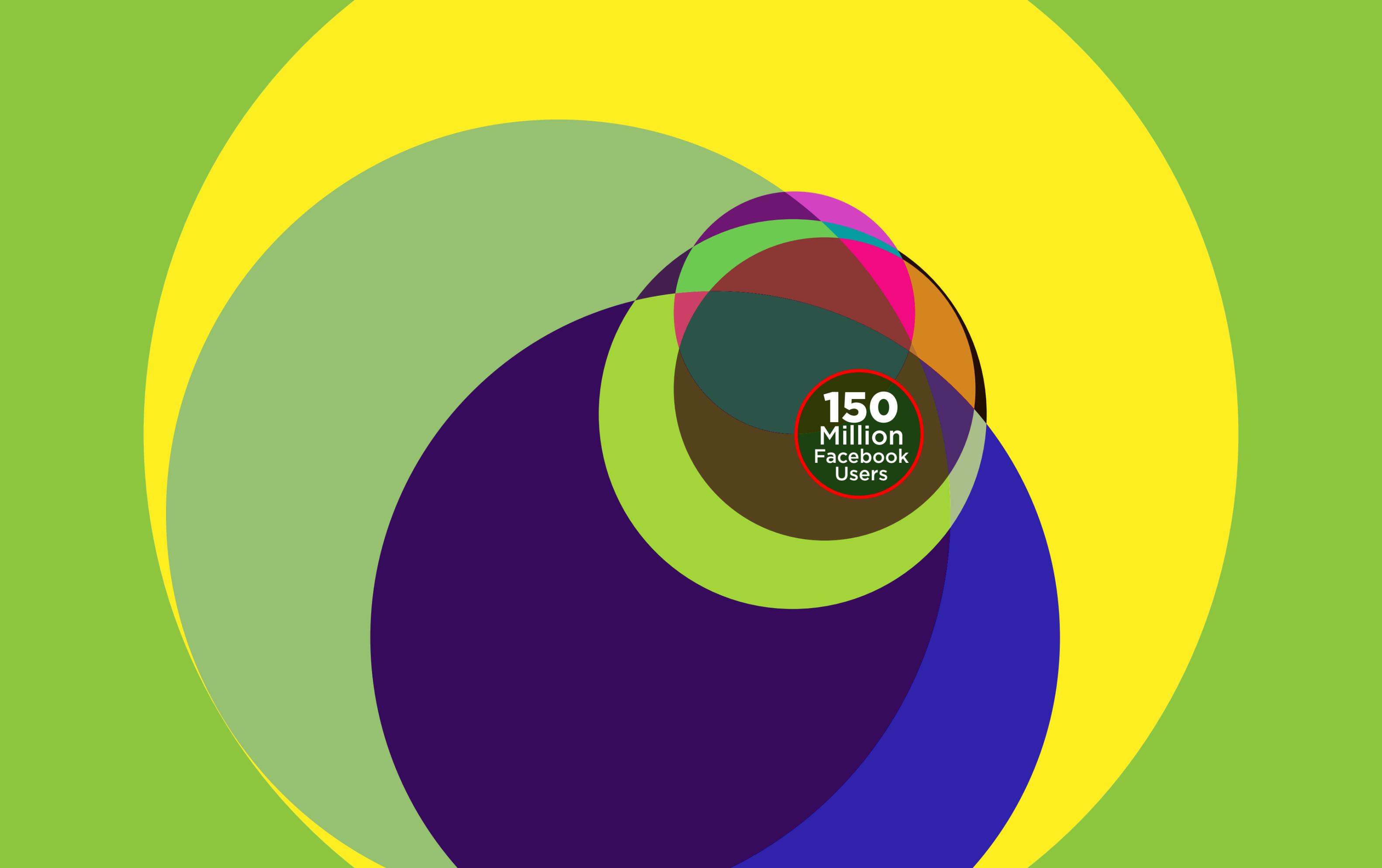


450
Million
Internet Users

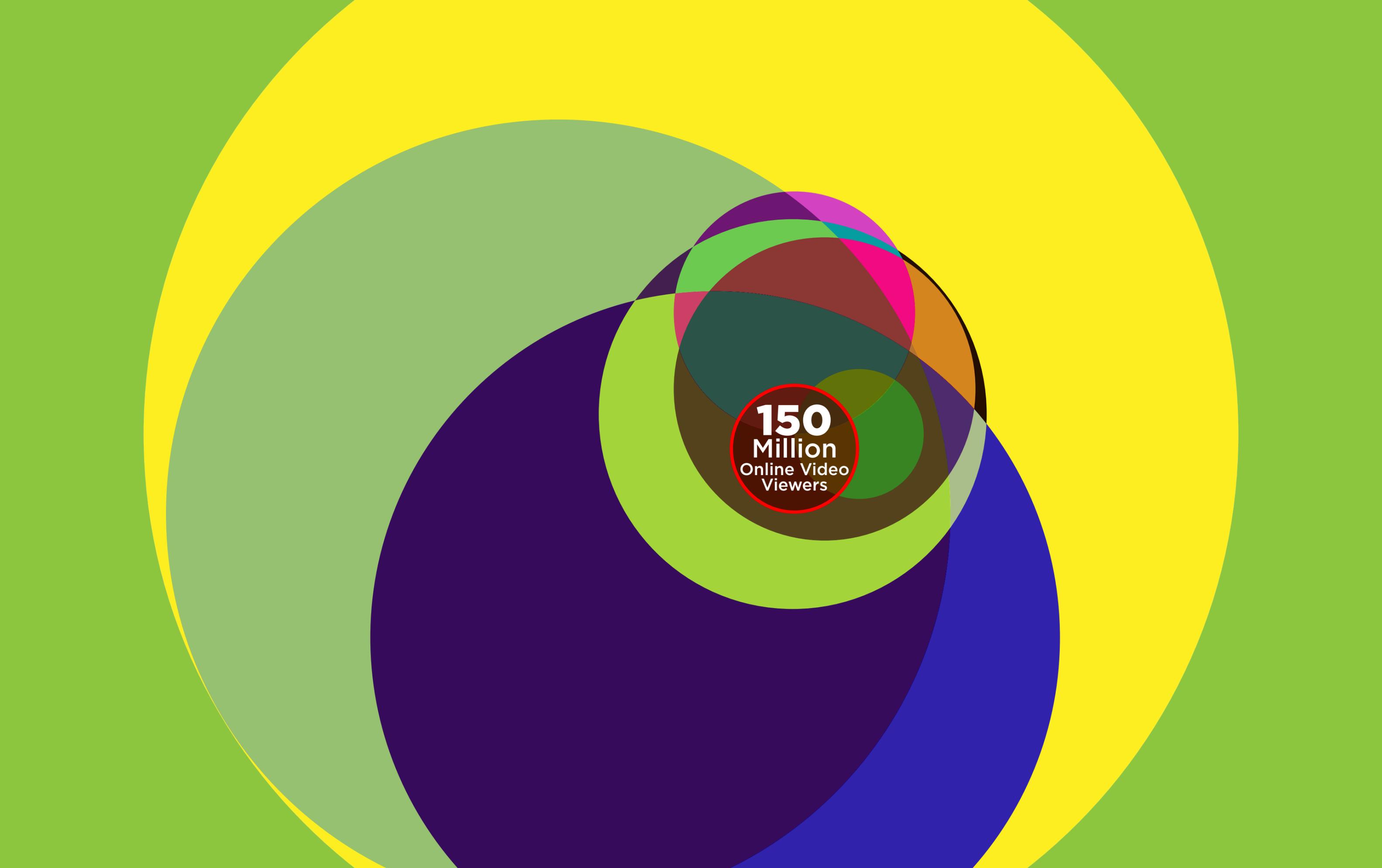


350
Million
Smart Device
Internet Users





150
Million
Facebook
Users



150
Million
Online Video
Viewers



overlapping

universes

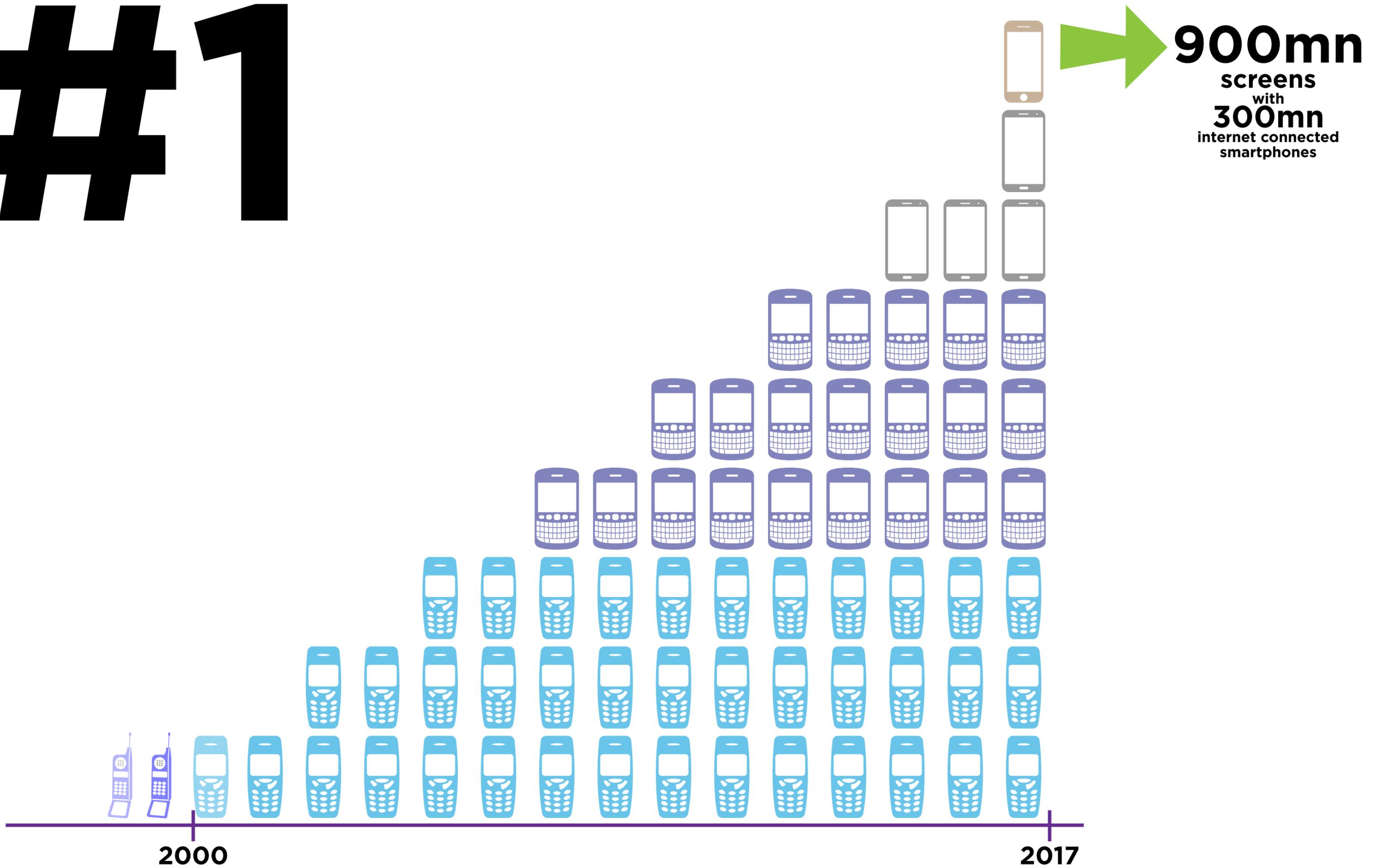


**“THE
UNIVERSE
IS MADE OF
STORIES,
NOT ATOMS.”**



macro behavioural trends

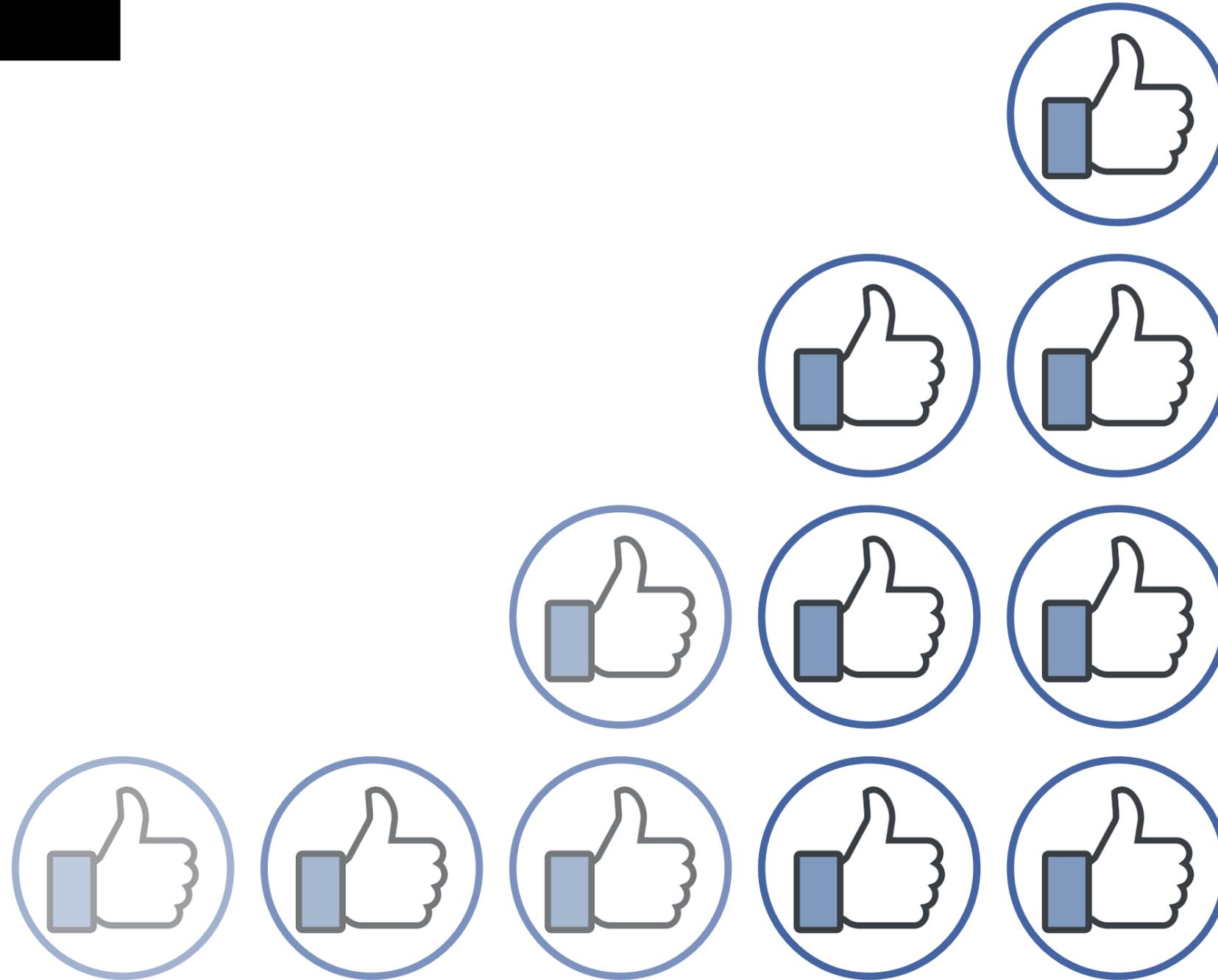
#1



#2

900mn
screens

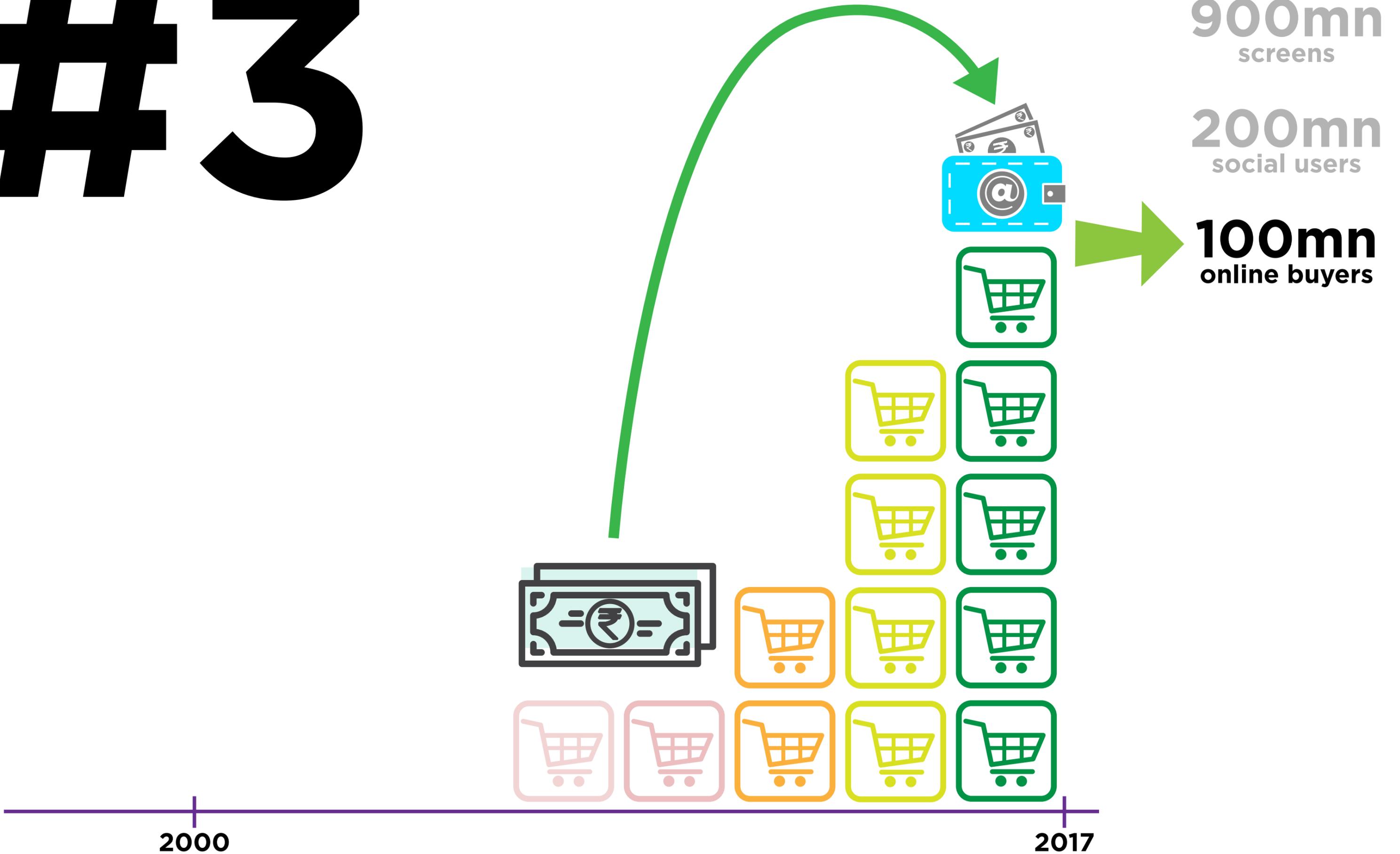
200mn
social users



2000

2017

#3

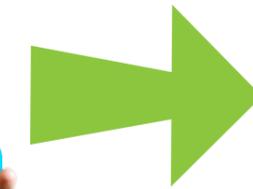


#4

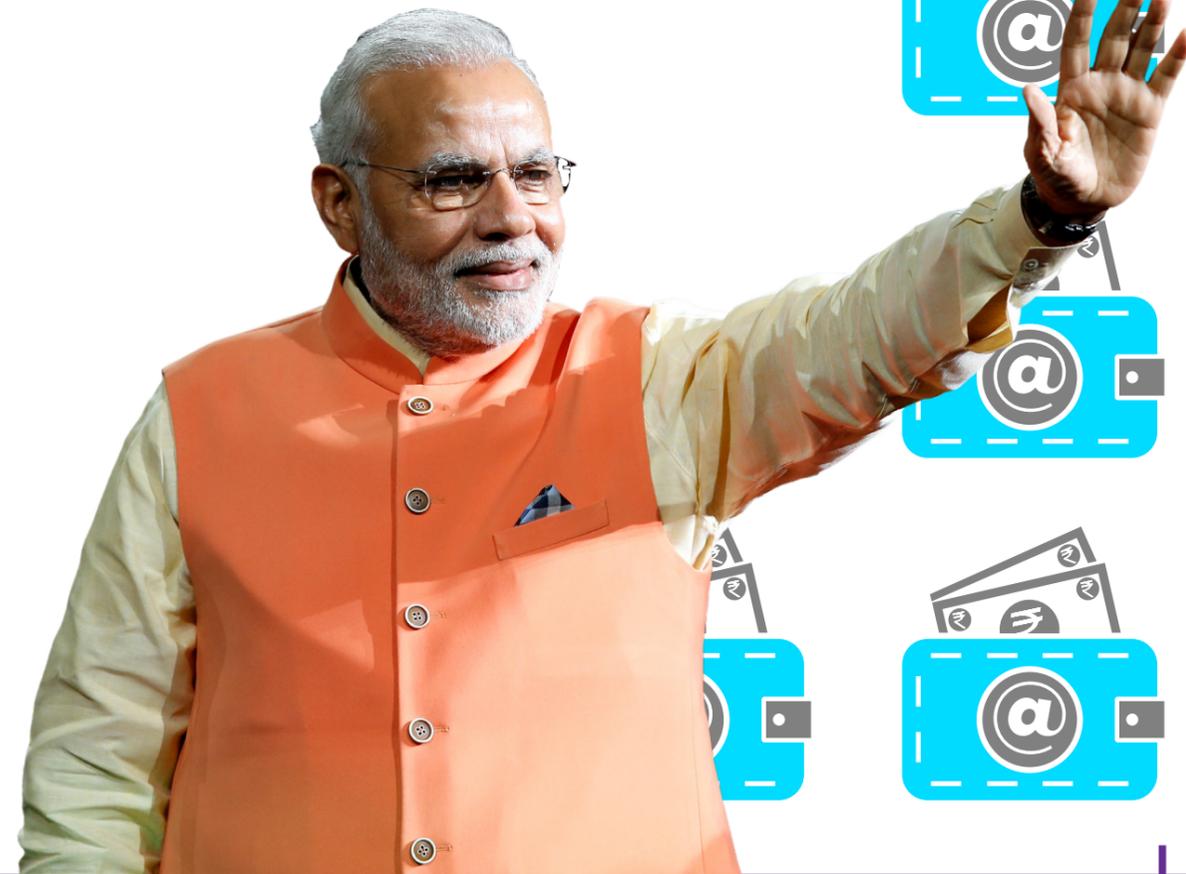
900mn
screens

200mn
social users

100mn
online buyers



Govt
high on digital



2000

2017

#5

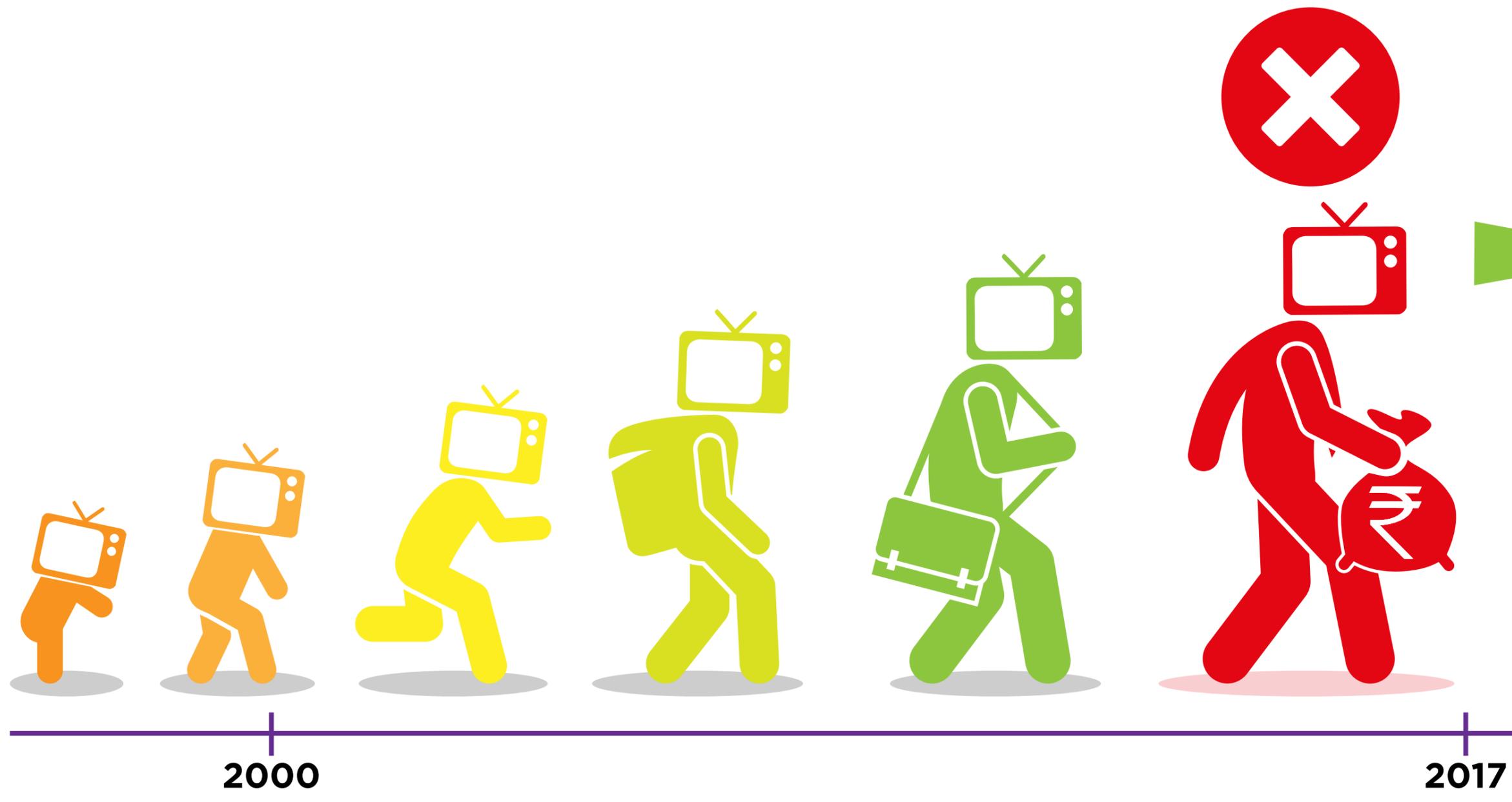
900mn
screens

200mn
social users

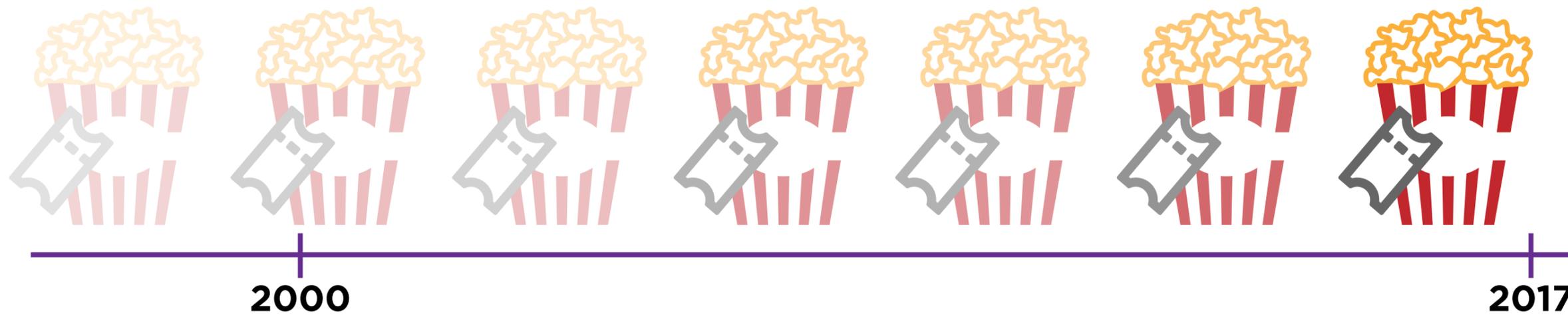
100mn
online buyers

Govt
high on digital

Content
evolution



#6



900mn
screens

200mn
social users

100mn
online buyers

Govt
high on digital

Content
evolution

80mn
movie goers



#7

900mn
screens

200mn
social users

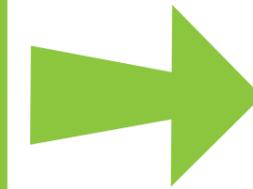
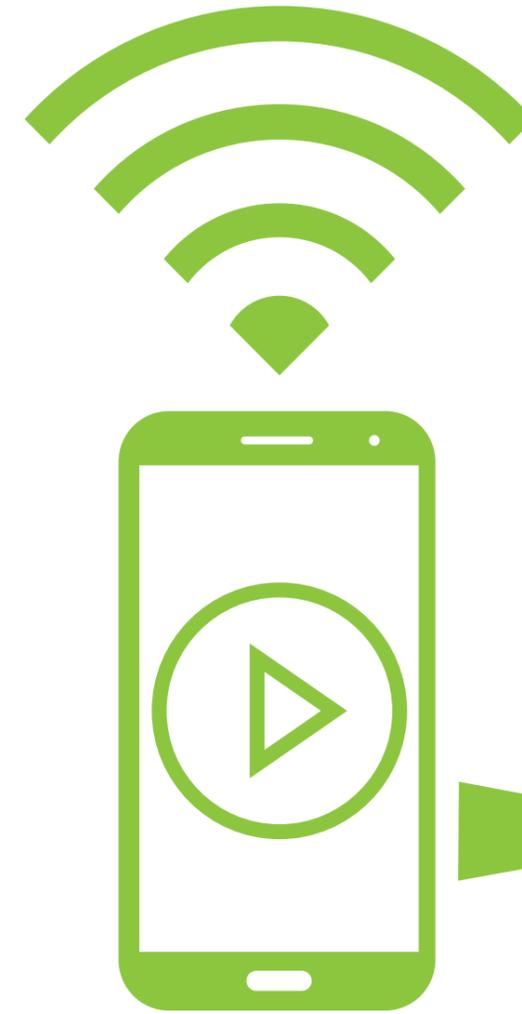
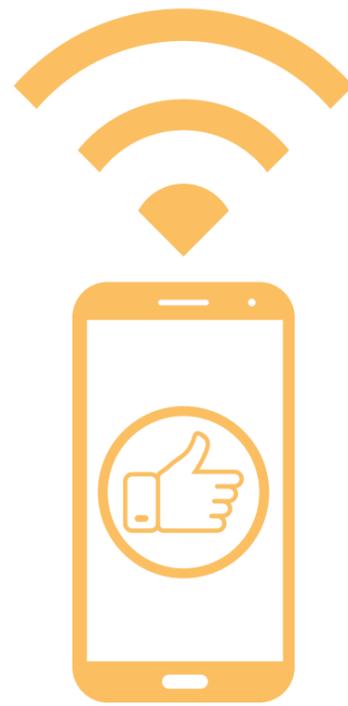
100mn
online buyers

Govt
high on digital

Content
evolution

80mn
movie goers

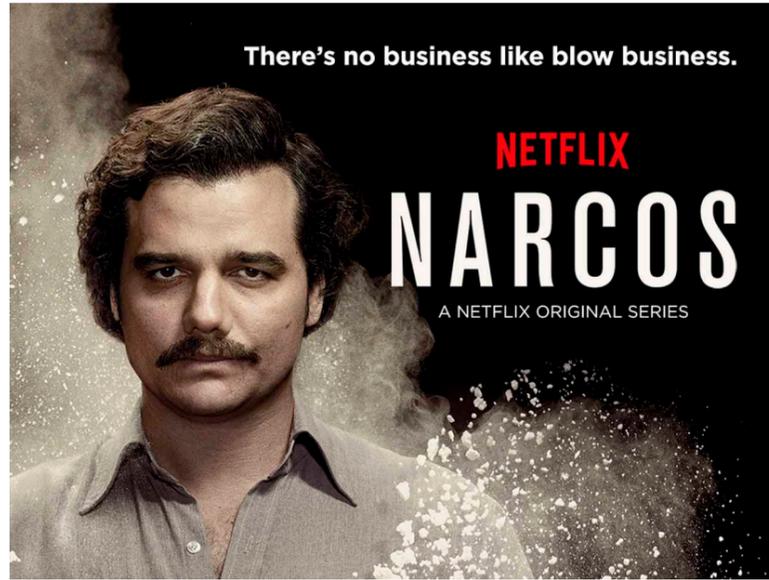
Video
drives data



2000

2017

#8



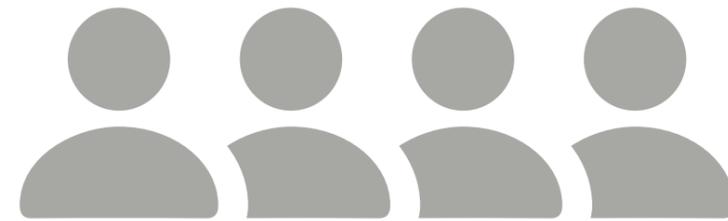
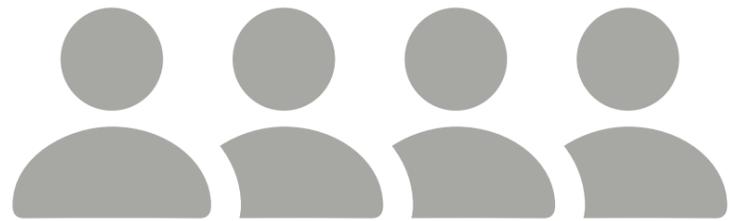
900mn
screens

200mn
social users

100mn
online buyers

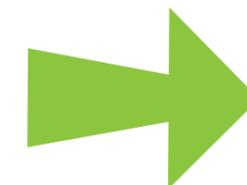
Govt
high on digital

Content
evolution



80mn
movie goers

Video
drives data



Huge
market gap



900mn
screens

200mn
social users

100mn
online buyers

Govt
high on digital

80mn
movie goers

Video
drives data

Content
evolution

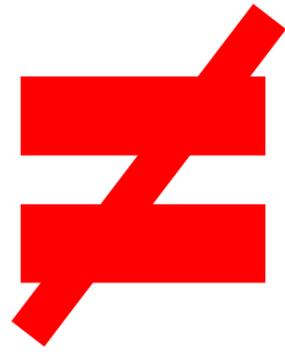
Huge
market gap

BUT

Will Indians pay?

What are you selling?

**crap
for free**



consume

What are you selling?

**good
at a price**



consume

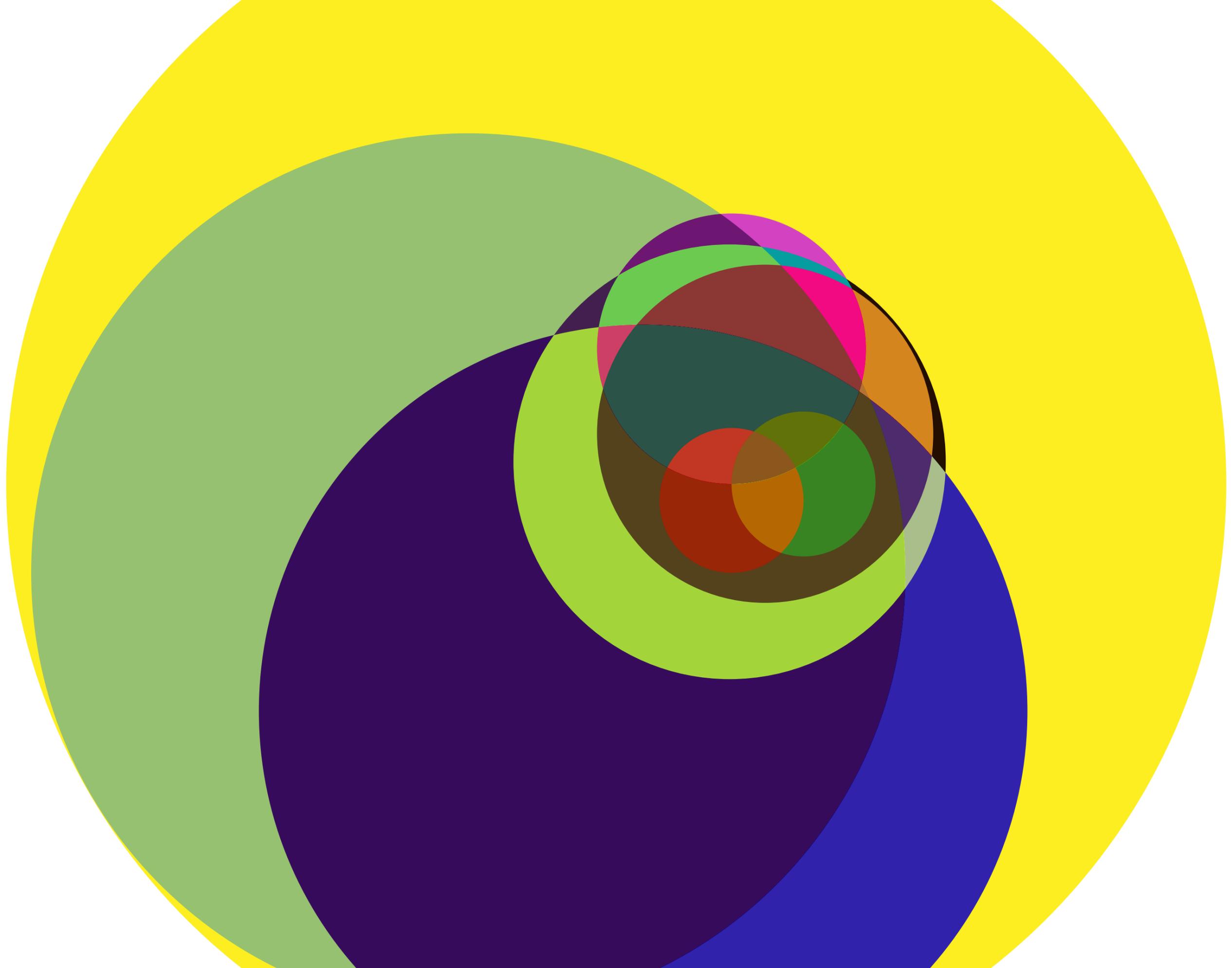
Indians will pay...

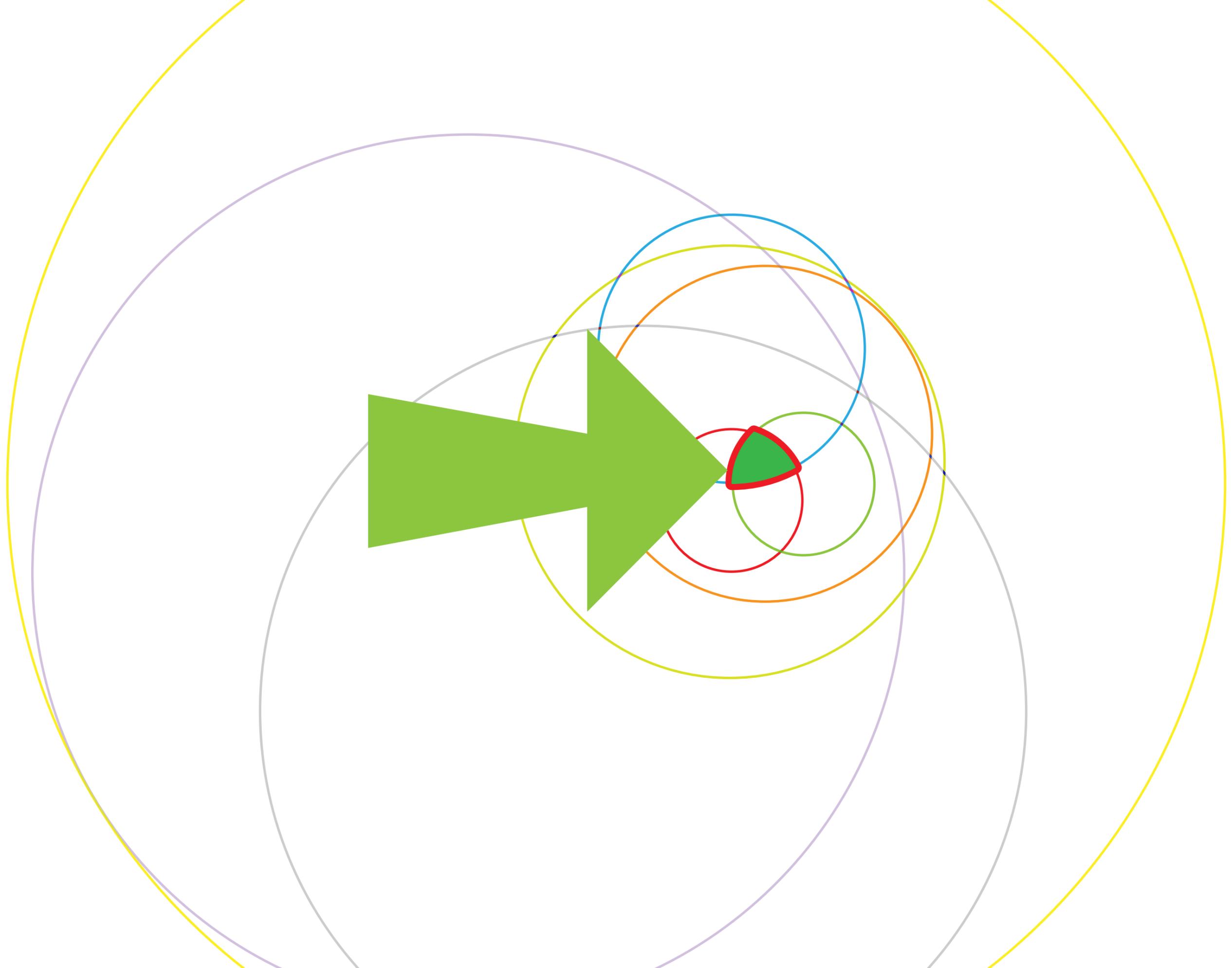
1. If it's good

2. If it's not available elsewhere

3. If they see value

Who will buy?





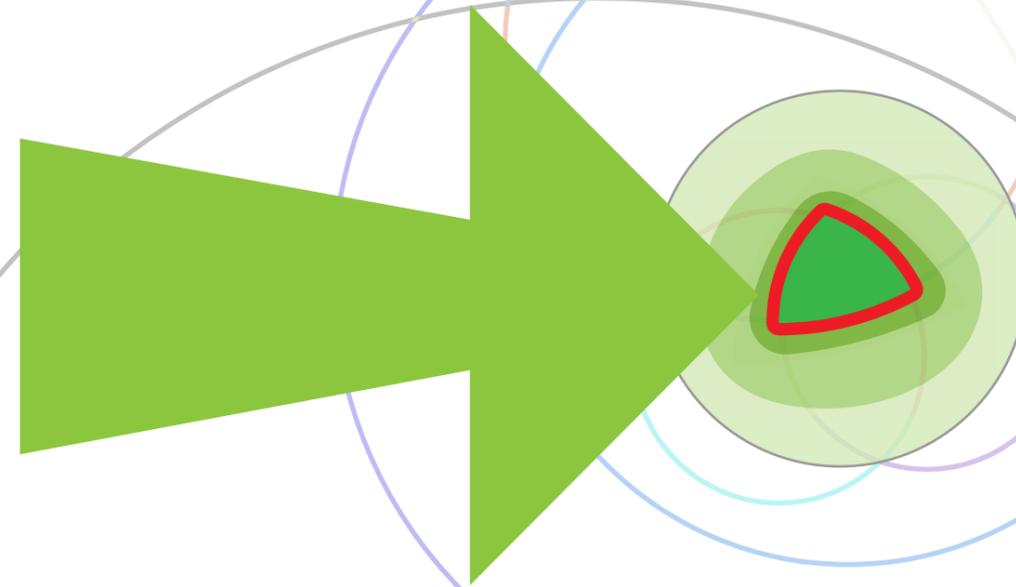
25
million
households

already
spending

₹1000-2000
per month

on

**Entertainment,
Telecom,
& Internet**



165mn
TV households

25
million
households

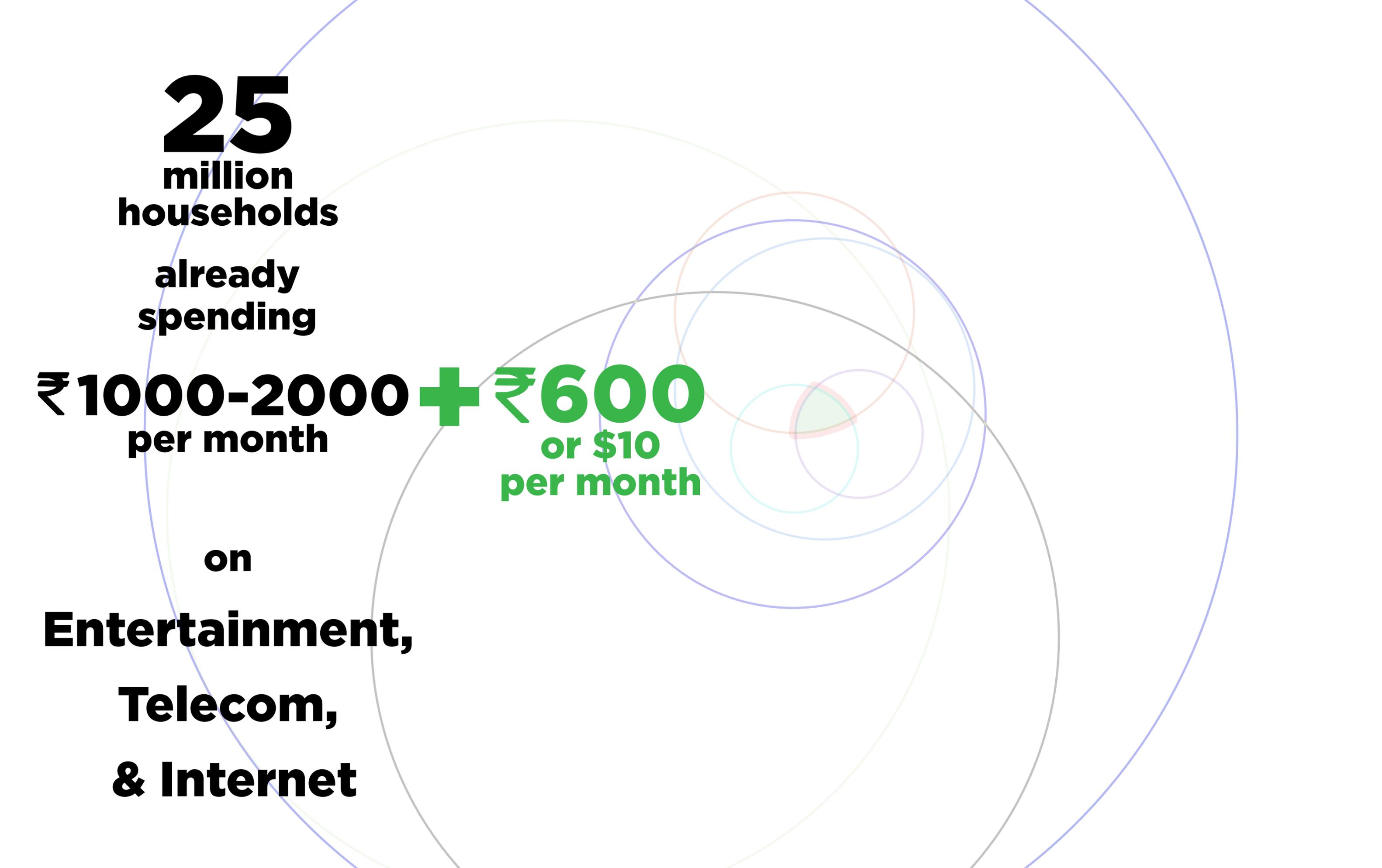
already
spending

₹1000-2000 + **₹600**
per month

or \$10
per month

on

**Entertainment,
Telecom,
& Internet**



25
million
households

already
spending

₹1000-2000
per month

on

**Entertainment,
Telecom,
& Internet**

\$10 x **25**
or ₹600 million
per month households

=

\$250
million
per month

25
million
households

already
spending

₹1000-2000
per month

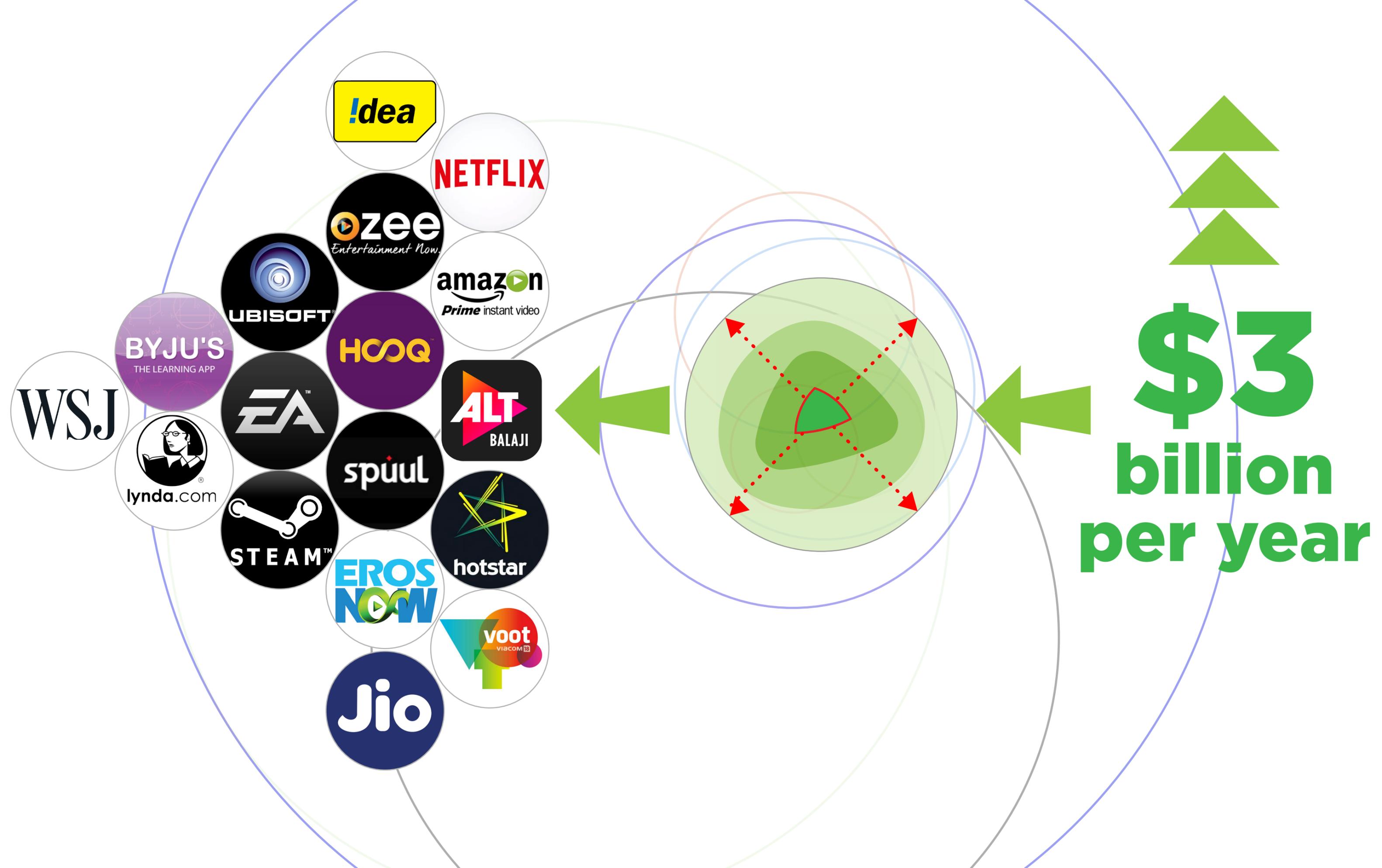
on

**Entertainment,
Telecom,
& Internet**

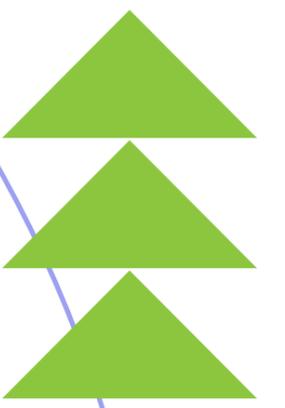
\$10 x **25**
or ₹600 million
per month households

=

\$3
billion
per year

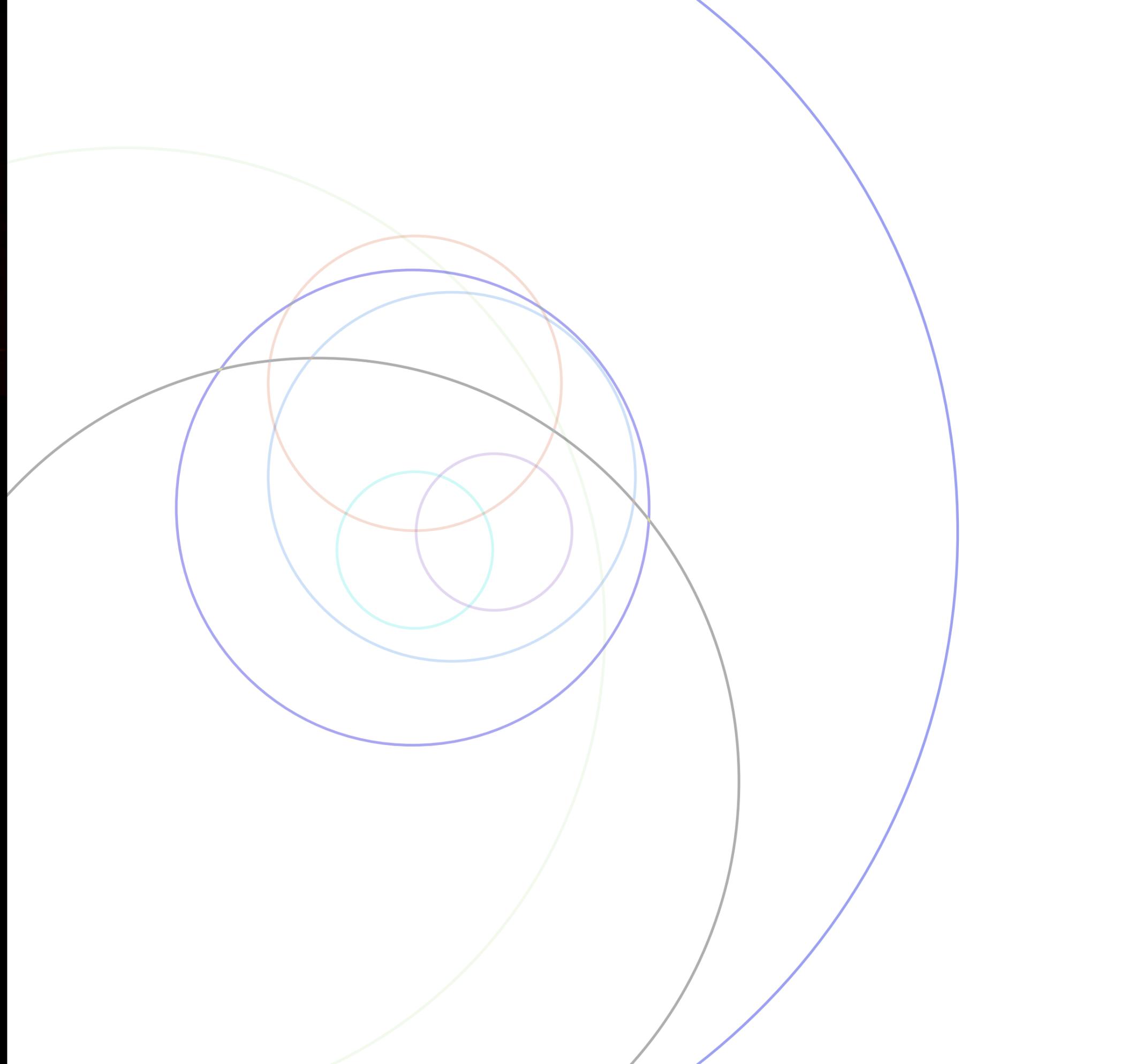
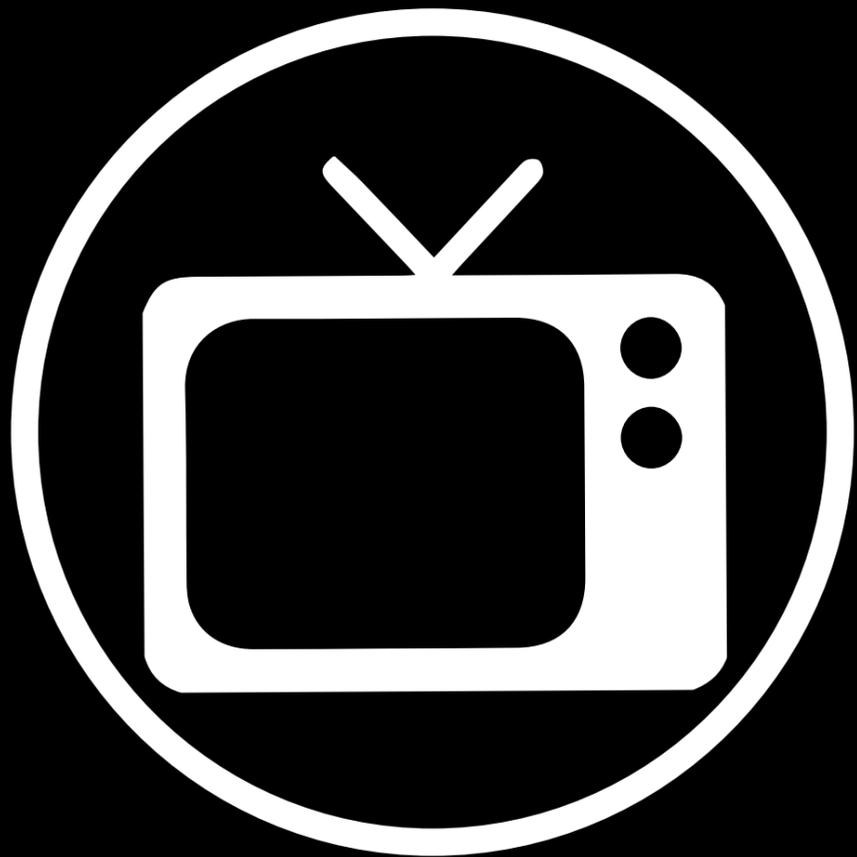


\$3 billion per year





Balaji Telefilms Ltd

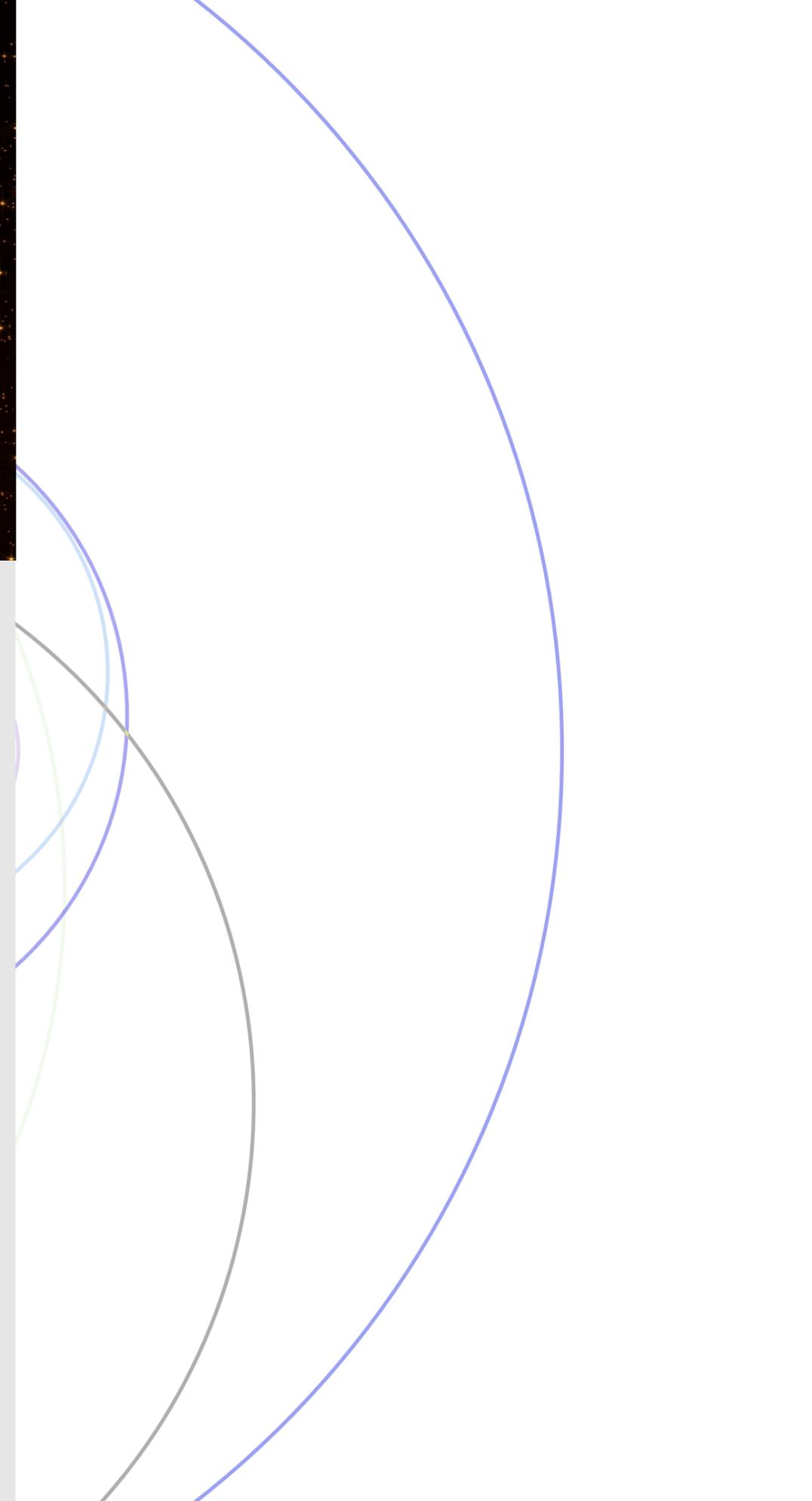
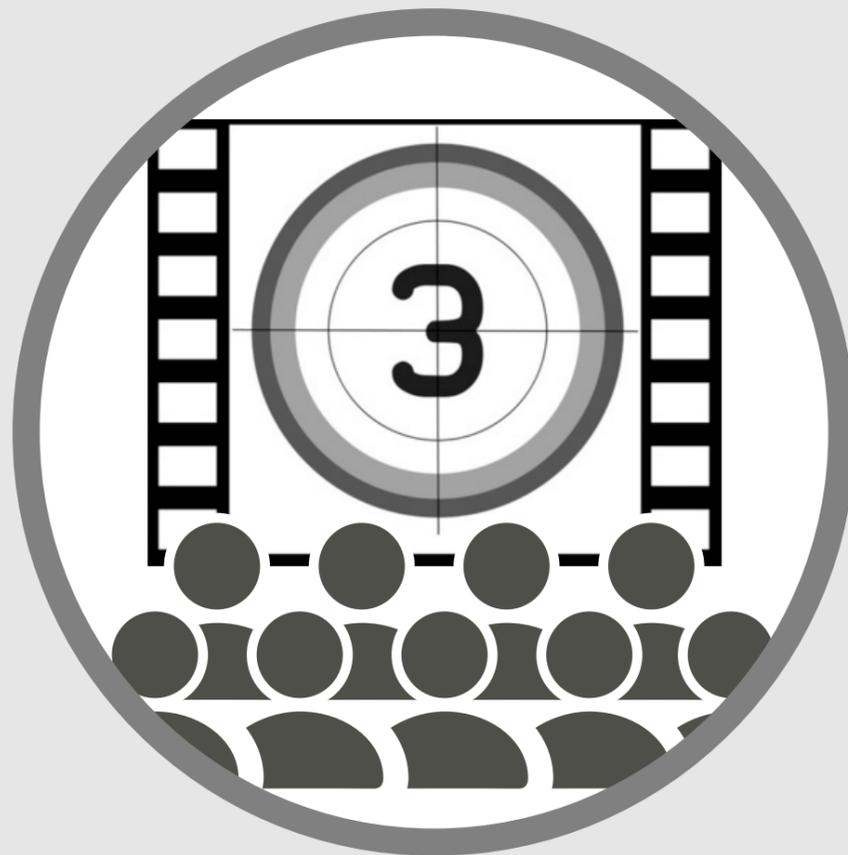
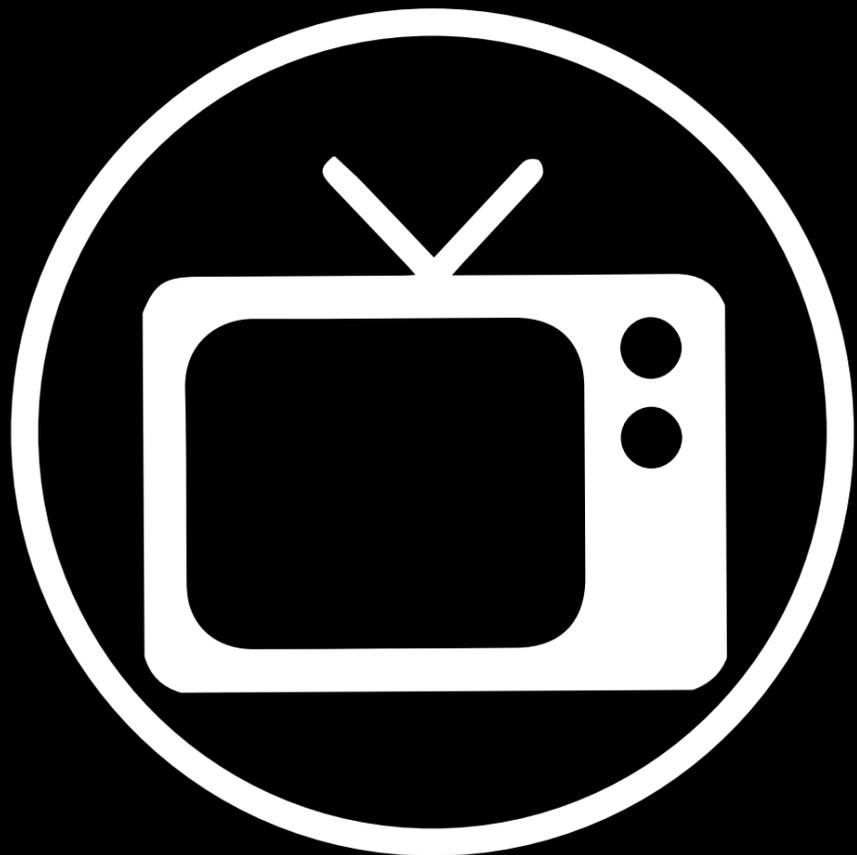




Balaji Telefilms Ltd



Balaji Motion Pictures Ltd

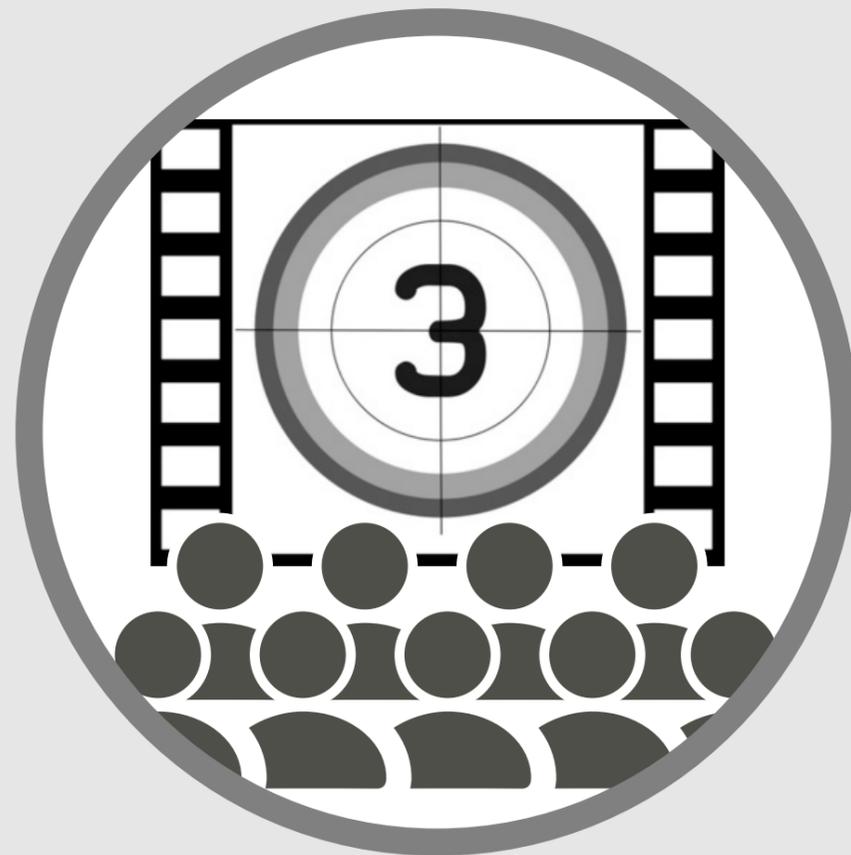
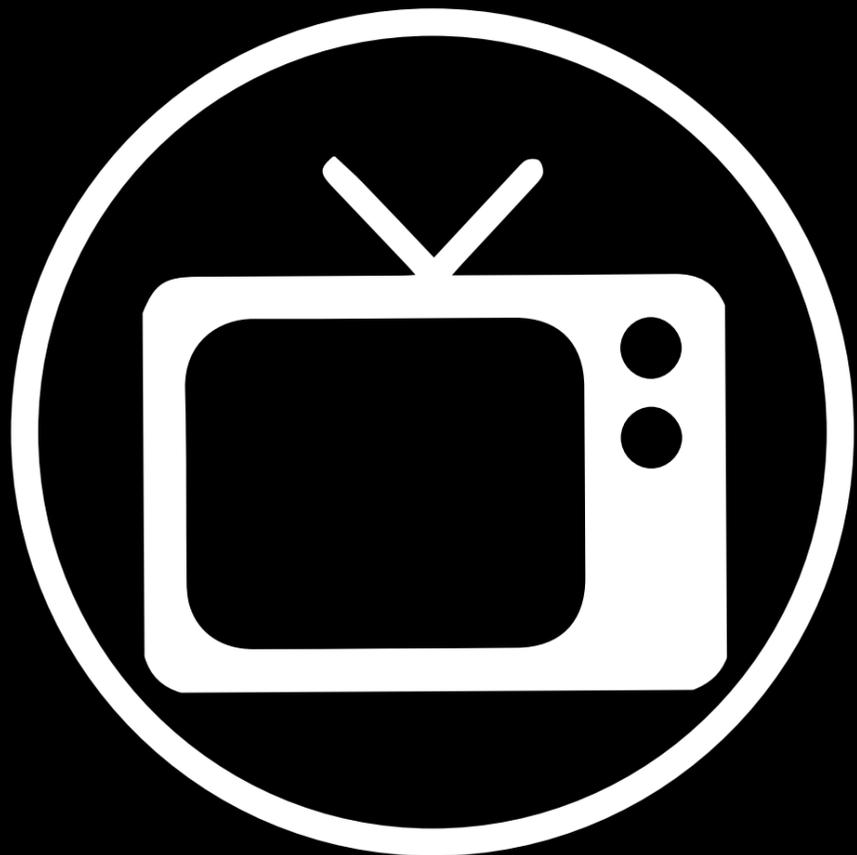
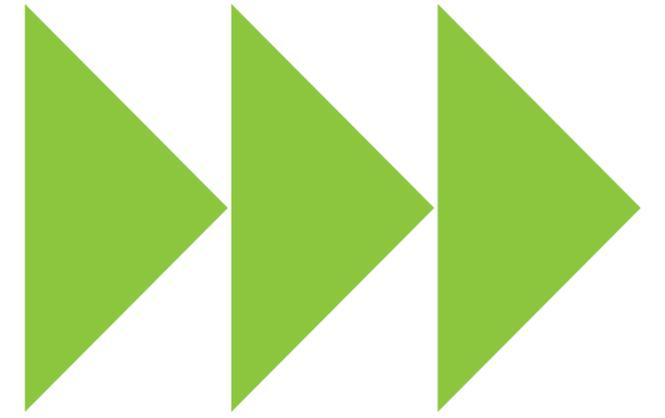




Balaji Telefilms Ltd



Balaji Motion Pictures Ltd







32 NEW SHOWS

IN THE FIRST YEAR
WITH A NEW SHOW RELEASING
EVERY FORTNIGHT

OVER 300 HOURS
OF ORIGINAL CONTENT FEATURING
INDIA'S FAVOURITE ACTORS & DIRECTORS

MORE THAN 100 HOURS
OF KIDS CONTENT

URBAN REGIONAL SHOWS
IN TAMIL, PUNJABI, BENGALI, MARATHI
& MANY MORE LANGUAGES

150 HOURS
OF ACCLAIMED INTERNATIONAL SHOWS

POPULAR MOVIES

FOR JUST
₹90
PER MONTH

STARTING WITH AN
AMAZING
INTRODUCTORY
OFFER

₹300 /12 months

₹180 /6 months

₹100 /3 months



AVAILABLE ON **ALL DEVICES**

App available across Web, Android, iOS, Roku, FireTV, Apple TV and many more

DOWNLOAD **YOUR FAVOURITE SHOWS FOR OFFLINE VIEWING**

Watch & enjoy ALT Balaji shows even on the go (especially in flights, trains & traffic jams)

ADAPTIVE BITRATE **PLUS OTHER FANTASTIC TECHNOLOGY**

We promise the best video watching experience, of course without your app crashing

SIMULTANEOUS STREAMING ON **5 DEVICES**

Which means entertainment for the whole family, all for the price of one

FOR JUST
90
PER MONTH

STARTING WITH AN
AMAZING
INTRODUCTORY
OFFER

₹ **300** /12 months

₹ **180** /6 months

₹ **100** /3 months

User Acquisition Strategy



Unregistered/
Anonymous User

2 Episodes free on
social media & apps



Registered
User

2+3 Episodes
free on ALTBalaji apps



In-app Pricing
Communication

User is prompted
to pay & subscribe
after watching
5 episodes



Subscribed
User

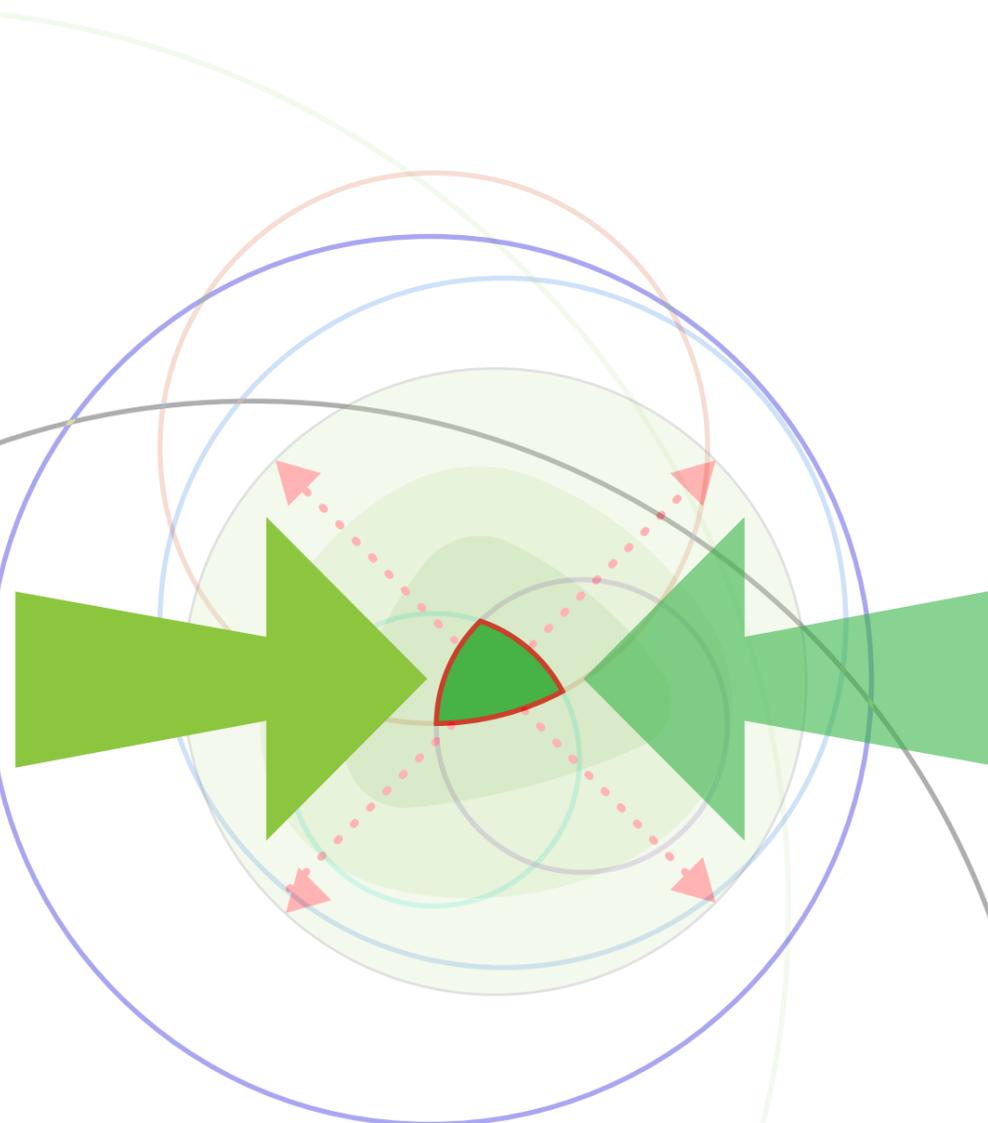
Unlimited access to
all content





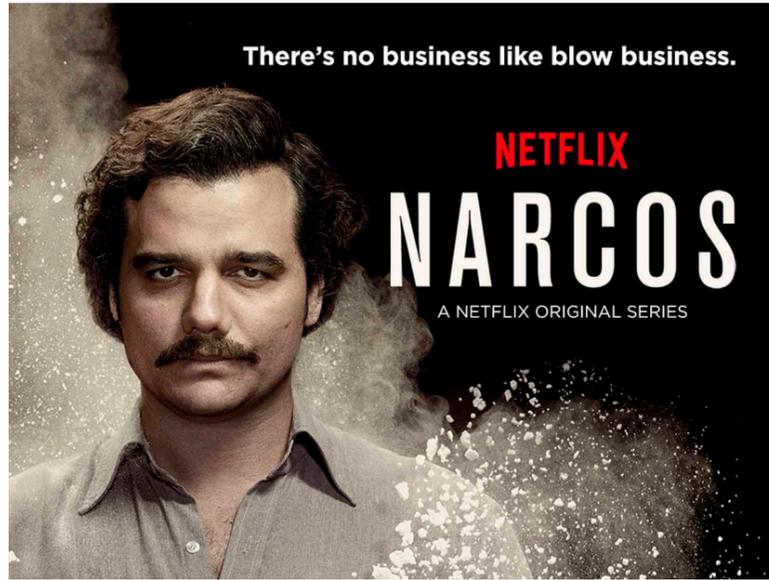
We're
targeting
these
**25mn
homes**
(to begin with)

+
**The
Indian
Subcontinent
Diaspora**

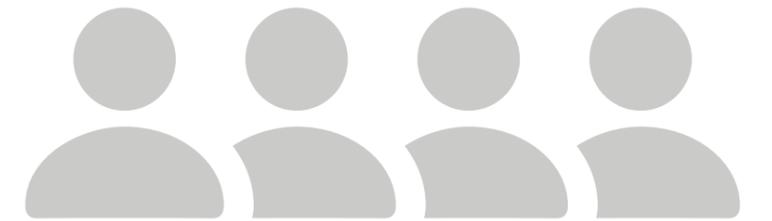
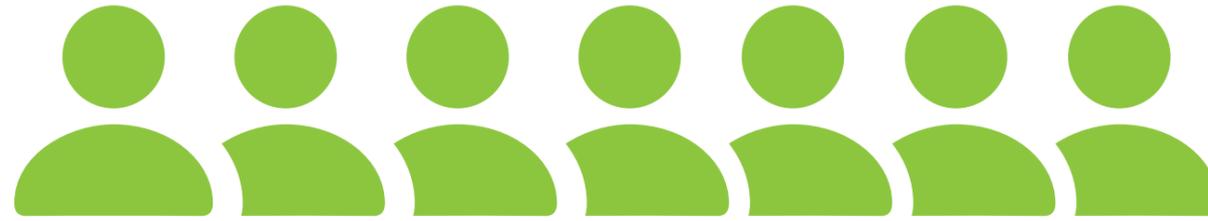
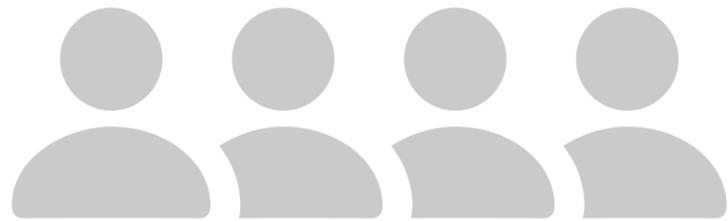


**\$3
billion
per year**

Three green triangles stacked vertically, pointing upwards, positioned above the '\$3 billion per year' text.



\$3
BILLION
per year





THOSE
WHO TELL
THE
STORIES

RULE
THE
WORLD