

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 • Email- investor@balajitelefilms.com
CIN No.: L99999MH1994PLC082802



October 06, 2025

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: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed the Press Release dated October 06, 2025 being issued by the Company.

The above information will also be made available on the Company's website, i.e. www.balajitelefilms.com

You are requested to take the same on your record.

Thanking you.

Yours Faithfully,

For Balaji Telefilms Limited

Tannu Sharma
Company Secretary and Compliance Officer
Membership No: ACS30622

Encl: a/a

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Balaji Telefilms and Story TV partner together to shake up the Micro drama industry

October 6, 2025, Mumbai/Bengaluru: India's leading content powerhouse **Balaji Telefilms Ltd**, known for shaping the country's television and digital entertainment landscape for over two decades, and **Eloelo Group's Story TV**, the pioneering micro drama platform with over 1 crore users has joined hands to revolutionize short-form storytelling. This strategic partnership will bring original, mobile-first micro dramas rooted in rich Indian narratives. The partnership will roll out **a slate of new titles across genres, languages, and themes**, featuring leading talent and innovative concepts never seen in the micro drama format.

Saurabh Pandey, Founder & CEO, Story TV, said: *"We are delighted to partner with Balaji Telefilms to reimagine the Indian microdrama ecosystem with a line-up of stories and characters that will be industry firsts. Balaji has been a pioneer in shaping Indian entertainment with their creative storytelling. I strongly believe micro dramas will be more than a \$5Bn market in the next 3 years and will unlock a new form of storytelling, with Story TV leading from the front. Together with Balaji, our exclusive partnership will make micro dramas a staple across India, in line with the growing demand for stories that are entertaining, immersive & mobile-first"*

The partnership will roll out **a slate of new titles across genres, languages, and themes**, featuring leading talent and innovative concepts never before seen in the micro drama format.

"Our alliance with Story TV is a game-changer, setting the stage for powerful, fresh storytelling that's fearless and fast-paced" says **Ekta Kapoor, Joint Managing Director, Balaji Telefilms Ltd**

With its pioneering legacy of iconic television serials, path-breaking films, and digital originals, Balaji Telefilms brings unmatched storytelling expertise and decades of audience trust to this new format — making the partnership a powerful blend of tradition and innovation.

Sanjay Dwivedi, Group CEO and Group CFO, Balaji Telefilms, said, *"At Balaji, our constant endeavour has been to evolve with the audience and the platforms they love. Micro dramas represent an exciting frontier — short, impactful, and designed for today's mobile-first viewers. This collaboration with Story TV allows us to take our storytelling legacy into a new format, one that's fast, fresh, and deeply connected to the pulse of digital India. We're excited to experiment, innovate, and create stories that will set new benchmarks in this emerging space."*

This first-of-its-kind collaboration in India's micro drama ecosystem marks a significant step for **Story TV** and **Balaji Telefilms** in co-creating engaging, memorable, and culturally rooted stories tailored for today's vertical video consumption.

About Story TV:

Launched in 2025 by the Eloelo group, **Story TV is India's leading microdrama platform** built for the country's rapidly evolving viewing habits.

Designed for mobile-first, vertical consumption, Story TV delivers **one-minute episodes** that blend fast-paced plots, gripping twists, and high-quality storytelling created for Bharat.

In just a few months, Story TV has attracted **over 1 crore users** and built a library of **300+ original microdramas**, featuring hit titles like *Mafia Don*, *Secret Soldier*, *Shaadi Ki Saza*, and *Hacker King*. With its growing slate of originals and focus on culturally resonant stories, **Story TV is redefining the future of entertainment in India.**

Website: <https://storytv.asia/>

App: https://play.google.com/store/apps/details?id=story.tv.drama.reels&hl=en_IN

About Balaji Telefilms:

Balaji Telefilms is amongst India's leading entertainment companies operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta R 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*, *Kahaani Ghar Ghar Ki*, *Kasauti Zindagi Kay* etc. More recently it has created an extremely successful mystical fantasy series of *Naagin 1* to *Naagin 6*, paving the way for weekend fiction-based programming. Amongst our current slate, *Kundali Bhagya*, *Kumkum Bhagya*, *Bhagya Lakshmi* and *Yeh Hai Chahatein* are counted amongst the best TV shows in India today. Over the years the Company through its movies business has also demonstrated success in pioneering the production of 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 in Mumbai*, *Ek Villain*, *Uda Punjab*, *Veere Di Wedding*, *Dream Girl*, *Freddy*, *Kathal*, *Dream Girl 2*, *Crew* and *LSD 2*, *The Buckingham Murders* and *The Sabarmati Report*.

MEDIA CONTACT:

Story TV

gurudutt@eloelo.in

+918447260611

Balaji Telefilms

Priya.shetty@balajitelefilms.com

+917303509910
