

Balaji Telefilms Limited

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Nachiket Pantvaidya joins Balaji Telefilms Ltd. as the Group CEO

July 20, 2021: Balaji Telefilms, the Entertainment conglomerate, announced the appointment of Mr. Nachiket Pantvaidya as the Group Chief Executive Officer. Nachiket moves on from Asianet News Media & Entertainment, where he was the Managing Director. Before Asianet, Nachiket held the position of Group COO, Balaji Telefilms Ltd., and CEO at ALTBalaji. This would be Nachiket's second stint with the company post his brief exit in March. Nachiket will be responsible for the overall growth and success of the group's profit and loss of operations.

Commenting on the development, Shobha Kapoor, Managing Director Balaji Telefilms, stated, "We have an excellent camaraderie with Nachiket, and we welcome him back into the family. His proven track record of groundbreaking work is sure to continue in his second stint with us as well. I wish him all the best for this new beginning."

Ekta Kapoor, Joint Managing Director, Balaji Telefilms, said, "Nachiket is an experienced professional and I look forward to once again teaming up with him and doing stellar work. On the growth of the overall Group."

"It's a homecoming for me with Ekta and team, however with a larger mandate now. I am looking forward to planning a roadmap for further accelerated growth of Balaji Telefilms group," said Nachiket Pantvaidya, Group CEO, Balaji Telefilms.

Nachiket comes with a rich experience of 20+ years array of experience in the mass and urban mass media business. His portfolio includes huge brands like Star, Sony, Disney, and BBC, to new a few.

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie, and digital content production. Under the stewardship of Mrs. Shobha Kapoor and Ms. Ekta Kapoor, the brand 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 that 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 4, paving the way for weekend fiction-based programming.

Over the years, through its movies business, the company has also demonstrated success in pioneering the production of differentiated cinematic content across different genres. The Company has been involved in creating several commercial and 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.

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.

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