

# 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](http://www.balajitelefilms.com) • Email- [investor@balajitelefilms.com](mailto:investor@balajitelefilms.com)  
CIN No.: L99999MH1994PLC082802



September 09, 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, we wish to inform you about the launch of New Age, Family First App ‘Kutingg’. Please find enclosed the Press Release dated September 09, 2025 being issued by the Company in this regard.

The above information will also be made available on the Company’s website, i.e. [www.balajitelefilms.com](http://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 Limited Launches New Age, Family First App ‘Kutingg’**

Introducing A Fresh New Digital Destination for India’s Next Wave of  
Entertainment

***Kutingg promises gripping fiction, dynamic non-fiction, and snackable entertainment  
designed for today’s mobile-first audience.***

Mumbai, September 09, 2025: Entering a new era of digital entertainment, Balaji Telefilms Limited announced launch of its fresh new family friendly App ‘Kutingg’. This move marks the next phase in Balaji’s digital journey, reflecting evolving content consumption habits and the growing demand for innovative digital formats.

Kutingg positions itself as the go-to destination for daily dose of family entertainment, bringing together Kadak stories told with authenticity and impact. With an expansive content slate spanning gripping drama, youthful series, mini-series, reality-led formats, talk shows, and snackable short-form entertainment as well as films and a wide variety of multi-genre exciting content for binge watching, Kutingg truly embodies a family-first digital platform. In tune with the evolving ways audiences consume entertainment, the App also embraces vertical video formats alongside traditional storytelling styles, ensuring an engaging and enriching experience for today’s mobile-first audience.

Programming on Kutingg is carefully curated under key segments: Daily Dose of Entertainment (Pyaar Kii Raahein, Saas, Bahu aur Swaad), Weekend Binge (Cheerleader), Superstar Library (Bose, Mentalhood), and Non-Fiction/Chat Shows (Swaad Se Kareng Sabka Swagat, i’s For India, Morning Mantra, The Impact Circle, Laut Aao, Bollywood Gapshap, Game Plans).

Speaking on the launch of Kutingg, **Mr. Sanjay Dwivedi, Group CEO and Group CFO, Balaji Telefilms Ltd**, said: "At Balaji, our journey has always been about anticipating how stories are experienced and staying ahead of audience expectations. Today’s audiences want stories that are sharper, shorter, and more personal—and Kutingg is our answer to that. This is not just another entertainment app; it is a family-first destination that offers Kadak stories across fiction and non-fiction, from snackable content to immersive limited series, and even vertical formats for a new-age viewing experience. With Kutingg, we want to give audiences more than just shows—we want to deliver moments that bring families together, stories that spark conversations, and entertainment that truly stays with them."

**Mr. Nitin Burman, Group Chief Revenue Officer, Balaji Telefilms Ltd** added, “Kutingg represents more than just a platform, it is an ecosystem where content, creators, and audiences meet on common ground. With its wide spectrum of genres and fresh storytelling, we are opening up new opportunities for brands, advertisers, and partners to connect with audiences in more meaningful

ways. Our vision is to make Kuttingg not just India's preferred family-first entertainment destination, but also a space where innovation in content and commerce thrive together. This is the next step in Balaji's mission to redefine how entertainment is consumed, shared, and celebrated across every screen in the country."

With its launch, Kuttingg establishes itself as a dynamic, independent digital hub that caters to India's growing mobile-first audience, reinforcing Balaji Telefilms' pioneering role in shaping the future of OTT entertainment in the country.

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