

BAG/STX/letters/2025-26/AM/97
February 28, 2026

To, Corporate Relationship Department BSE Limited, Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai-400 001 Scrip Code: 532507	To, Listing Compliance Department National Stock Exchange of India Limited Exchange Plaza, Bandra-Kurla Complex, Bandra (E), Mumbai-400 051 SYMBOL: BAGFILMS
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Sub: Press Release

Dear Sir/Madam,

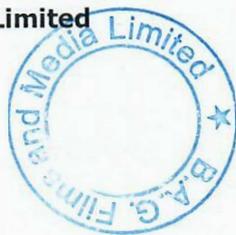
Please find enclosed herewith a copy of Press Release received from News24 Broadcast India Limited, a subsidiary of B.A.G. Films and Media Limited, which is being issued today in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015.

This is for your information and record please.

Thanking you,

Yours sincerely,
For **B.A.G. Films and Media Limited**

(Ajay Mishra)
Company Secretary &
Compliance Officer



Encl: a/a

Press Release

Noida : 27th February 2026

Ms Rupali Fernandes joins News 24 Broadcast India Limited as Chief Operating Officer (COO)



BAG Network announces the joining of Ms Rupali Fernandes on the position of Chief operating officer (COO). In her role as COO, Ms Rupali Fernandes will lead the Company's Broadcast and Digital operations, Overseeing revenue growth, Marketing strategy, Editorial direction, and overall operational management for its Broadcasting and digital platforms. As the brand custodian She will be responsible for ensuring strategic alignment, audience growth, and sustained market leadership across all platforms.

With over 30 years of leadership experience in media, digital transformation, and broadcast operations, Ms Rupali Fernandes brings deep expertise in scaling news networks, driving digital growth across platforms, revenue strategy, and operational excellence.

Commenting on the appointment, Ms Anuradha Prasad , MD said: "We are delighted to welcome Ms Rupali Fernandes to our leadership team. Her track record in broadcast and digital growth aligns perfectly with our strategic vision of becoming a leading multi-platform network across news television and digital ecosystems." She will be closely working with me.

Ms Rupali Fernandes added: "I am excited to join the network at a time when digital news consumption is rapidly evolving. I look forward to strengthening our broadcast leadership while accelerating growth across News 24 & its digital platforms."

Prior to joining News 24 Broadcast India Limited, Ms Rupali Fernandes held senior leadership positions at ABP Network, Matrix IEC, HT Media, Disney Star where she led key initiatives in News and Non News television, digital expansion, revenue growth, Brand partnership, audience engagement, and operational restructuring.

This appointment reinforces BAG Network's commitment to innovation, operational excellence, and sustained shareholder value creation.

A handwritten signature in blue ink, appearing to be 'Anuradha Prasad', written in a cursive style.

