

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
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CIN No.: L99999MH1994PLC082802



February 03, 2026

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 February 03, 2026 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 Netflix Join Forces for the Explosive Return of Lock Upp!!!

February 03, 2026, Mumbai: In a powerful creative partnership set to redefine Indian reality entertainment, Balaji Telefilms is bringing its reality format Lock Upp to Netflix. The collaboration marks a significant moment for both entertainment powerhouses, combining Balaji's high drama shows with Netflix's global reach to deliver a high-impact unscripted experience.

Created by Ekta Kapoor, Lock Upp became a breakout reality phenomenon for its daring format, raw emotional confrontations, and intense survival-driven gameplay. The show will be launching on Netflix with a bigger scale, sharper twists, and a reimagined season designed for today's streaming audiences.

The announcement was made as part of Netflix's global content slate reveal, where Lock Upp stood out as one of the key unscripted titles, strengthening the platform's growing Indian entertainment portfolio. The move reflects Netflix's continued investment in high-engagement formats that resonate across markets.

Ekta Kapoor, Joint MD, Balaji Telefilms Ltd known for consistently pushing creative boundaries, expressed her excitement about the partnership, saying, "As creators, it's important to build narratives that challenge both audiences and us. Lock Upp is designed to do exactly that; provoke thought, spark conversation, and reflect reality without filters. Collaborating with Netflix has enabled us to amplify this vision through a stronger creative partnership that values bold ideas and unapologetic storytelling. This poster is not just a reveal, but a statement of a partnership driven by scale, substance, and shared creative intent."

Sanjay Dwivedi, Group CEO & CFO, Balaji Telefilms added, "Great partnerships come from shared instincts, and Lock Upp is a great example of that. At Balaji Telefilms, we're excited to present a show that reflects our commitment to bold and impactful storytelling. We are focused at delivering authenticity and originality through Lock Upp"

Nitin Burman, Group Chief Revenue Officer of Balaji Telefilms, said, "Lock Upp was never designed to be just another reality show, it was built to be an experience that engages, and stays with audiences long after the show ends. Bringing it to Netflix allows us to amplify that impact exponentially. This collaboration is about evolving Indian reality formats into premium, high-value entertainment properties. The new season isn't just bigger in scale, it's sharper in narrative, richer in production, and designed to create moments audiences will talk about everywhere."

More details on the premiere date, host announcement, and exclusive first-look footage will be revealed soon as Netflix prepares to open the gates to Lock Upp once again.


