

# Balaji Telefilms Ltd.

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New Link Road, Andheri (West), Mumbai - 400 053.  
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CIN No.: L99999MH1994PLC082802



November 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 November 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](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 launches Balaji Studio to champion creators, innovation and new storytelling frontiers**

**Mumbai, November 06, 2025:** Balaji Telefilms Ltd has unveiled Balaji Studio, an ambitious new vertical within its growing portfolio, designed as a next-generation content engine for India's TV and Digital era. Balaji Studio is not simply a production division — it is an agile, purpose-built creative ecosystem crafted to attract and empower emerging independent talents. Operating as a collaborative platform, Balaji Studio seeks to unite diverse voices under one roof, giving them the freedom, infrastructure and support to ideate, experiment and deliver high-quality storytelling for both OTT and television audiences. This is a space for bold concepts, fresh perspectives and the reimagining of how stories are brought to life in a rapidly evolving entertainment landscape.

With the entertainment industry undergoing explosive transformation fueled by digital content consumption and changing audience tastes, Balaji Studio is poised to become a future-ready hub welcoming progressive ideas and inclusive ambitions. The studio's role extends beyond content creation— it will further deepen partnerships across the ecosystem, working closely with technology platforms, key industry stakeholders and brands to unlock new monetization opportunities and ensure audience engagement remains central to every creative decision.

**Speaking about the launch, Ektaa R Kapoor, founder & Joint Managing Director, Balaji Telefilms Ltd, said,** *“Balaji Studio is more than a new business vertical - it's our declaration that the future of Indian entertainment is open to all who dare to dream big and disrupt the norm. We are tearing up the rulebook and building a home for bold creatives, talent and original voices who will shape the next era of storytelling. Balaji Studio will be the launchpad for ambitious ideas and an inclusive benchmark for creative partnerships in India's content ecosystem.”*

**Adding to this, Nitin Burman, Chief Revenue Officer, Balaji Telefilms Ltd, shared,** *“Balaji Studio marks a pivotal step in our evolution — it's where creativity meets commerce in the most purposeful way. We're building a space that not only nurtures great ideas but also gives them the structure, scalability, and audience reach they deserve. What sets Balaji Studio apart is its blend of creative freedom and strategic focus — a place where creators will have the support and ecosystem to back their vision.”*

Balaji Studio is committed to building a truly supportive environment for creators at every stage. By empowering both seasoned professionals and emerging talent alike, the studio will encourage innovation and discovery, facilitating fresh connections with India's ever-evolving audience.

With the launch, the Company remains focused on growing its leadership while expanding creative touchpoints and redefining what's next for content creation in India.



**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. Ektaa 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, Udta Punjab, Veere Di Wedding, Dream Girl, Freddy, Kathal, Dream Girl 2, Crew and LSD 2, The Buckingham Murders and The Sabarmati Report.

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