

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



June 07, 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: Press Release

Dear Sir/Madam,

Please find enclosed the Press Release dated June 07, 2025 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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Netflix and Balaji Telefilms Ltd. are teaming up for a creative collaboration to take Indian storytelling to new audiences



June 07, 2025: Netflix and Ekta Kapoor's Balaji Telefilms Ltd. have entered into a long-term creative collaboration for a range of exciting projects across different formats of storytelling.

As one of India's most influential creators, Padma Shri awardee and International Emmy award winner, Ekta Kapoor, has entertained generations of audiences with deep and culturally resonant storytelling. Ekta's understanding of stories that are audience first, characters who have iconic legacies, compelling narratives and relevant topics, has been loved across film, television and more recently streaming. This association marks a significant step in Netflix and Balaji's commitment to delivering distinctive, high-quality entertainment across formats, genres, and audiences.

Balaji and Netflix have previously collaborated on several beloved titles, including *Kathal*, *Pagglait*, *Jaane Jaan* and *Dolly Kitty Aur Woh Chamakte Sitare*.

Speaking about the collaboration, **Monika Shergill, Vice-President, Content, Netflix India**, said, "Ekta has been a force in shaping Indian entertainment with unforgettable stories and characters that made it to pop culture, even before hashtags existed. Her creative instinct and deep understanding of the audience's pulse have consistently set her apart in shaping what India chose to watch and love for more than two decades. At Netflix, our focus is to serve audiences with very diverse tastes and this collaboration will bring unique stories in rooted ways, marking an exciting new chapter in our creative journey"

Ekta Kapoor, Joint Managing Director, Balaji Telefilms, said, "At Balaji Telefilms, storytelling has always been at the heart of everything we do - whether through cinema, television, or digital platforms. Partnering with Netflix, the world's leading storytelling platform known for its premium content and constant innovation, is a big moment for us. It allows us to bring powerful, culturally rooted, and emotionally resonant stories to a global audience. The beginning of this new collaboration marks an exciting new chapter where we continue to push creative boundaries and deliver content that entertains, inspires, and connects people everywhere."

With an exciting line-up which includes an untitled series in advanced stages of development, this collaboration will deliver new stories in formats tailor-made for streaming audiences.

This collaboration will be undertaken by Balaji Telefilms Ltd, including its divisions - Balaji Motion Pictures and Balaji Telefilms Digital.

About Netflix: Netflix is one of the world's leading entertainment services, with over 300 million paid memberships in over 190 countries enjoying TV series, films and games across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time.

About Balaji Telefilms: Founded by Ekta Kapoor and Shobha Kapoor, Balaji Telefilms Ltd. with its divisions Balaji Motion Pictures and Balaji Telefilms Digital has been a trailblazer in Indian entertainment, known for its pioneering work in films and television, its successful foray into films, and its bold, disruptive approach to storytelling. With this partnership, Netflix India and Balaji Telefilms Ltd. are set to bring audiences stories that are rooted in emotion, powered by creativity, and made to entertain.
