

# 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



November 19, 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,

In continuation of our disclosure dated November 10, 2025, please find enclosed the Press Release dated November 19, 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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## STATEMENT

**Mumbai, November 19, 2025:** Balaji Telefilms Ltd. today announced the rebranding of its premium astrology application, *AstroVani by Balaji*, which will now be known as *Balaji Astro Guide*. The updated name is effective immediately across all digital platforms, including Google Play Store, with the iOS launch to follow shortly.

The decision to transition to *Balaji Astro Guide* follows the overwhelming response the platform received since launch. As user adoption grew, several third-party platforms began surfacing with similar-sounding names, creating potential confusion for users seeking the official Balaji experience. To safeguard clarity, reinforce brand trust, and ensure unmistakable recognition, the company has moved to a name that directly carries the Balaji identity while clearly articulating the app's purpose.

Sanjay Dwivedi, Group CEO and Group CFO, Balaji Telefilms Ltd said, "The transition to *Balaji Astro Guide* is a step in reinforcing our brand's strategic positioning within the spirituality-tech ecosystem. The new nomenclature strengthens brand recall, eliminates ambiguity, and positions the platform as a direct, authoritative guide for astrology, numerology, and spiritual insights under the trusted Balaji umbrella."



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