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
CIN No. : L99999MH1994PLC082802

April 20, 2020

To,

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: **Corporate Announcement**

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing the Press Release of Balaji Telefilms Limited.

Please note that due to the outbreak of COVID-19, the Company has adopted "Work From Home" as per the directives issued by Central and State Government. Hence, we are submitting Sd/- copy of the said letter.

Kindly take the same on record and upload it on your respective sites.

Thanking you.

Yours truly,
For Balaji Telefilms Limited

Sd/-
Simmi Singh Bisht
Group Head Secretarial
Membership No. A23360

Encl: - a/a

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Balaji Telefilms continues to entertain audiences with ALTBalaji subscriptions growing 60%

20th April, 2020: Balaji Telefilms Limited, India’s leading media and content powerhouse continues to closely monitor the COVID-19 situation and has taken necessary steps to protect the health and safety of all its stakeholders. The company has initiated work from home policy in line with regulatory directives.

Key business updates

ALTBalaji: Our Digital SVOD business ALTBalaji has seen a significant increase in engagement levels as consumers are switching their content consumption online. ALTBalaji continues to be a leader in the original Hindi SVOD space and one of the few homegrown success stories in the OTT space.

Watch times and subscriptions have been seeing strong growth during this period and we are witnessing high level of growth in all our key markets and demographics. ALTBalaji is witnessing strong uptake of digital subscriptions with an average of 17,000 subscriptions added per day post lockdown vs an average of 10,600 in March 2020 pre lockdown a growth of 60% . As of date the platform has over 1.7m active direct subscribers.

ALTBalaji has also successfully completed the first ever syndication of a web series to a broadcaster with 3 hit digital shows now airing on Prime Time television. Karrle Tu Bhi Mohabbat, Baarish and Kehne Ko Humsafar Hain are now available between 9pm and 11pm on Zee TV. This deal help generate additional revenues for ALTBalaji via syndication fees and creates a larger consumer funnel for the digital platform ALTBalaji.

Since February we have added 5 shows including the runaway hits such as “Mentalhood” and “It Happened in Calcutta”. Shows launched in earlier months continue to see good engagement as consumers are now watching more of the library that we have successfully built. The ALTBalaji library as of date is at 60 shows and has the most popular shows for mass Indian audiences. ALTBalaji is very well placed to add more shows once the lock down is lifted.

Television Content Production: The company stopped all production on March 18th and had produced 199 hours of content for Q4 vs 219 hours in Q3. Balaji Telefilms is well positioned to restart production as soon as the situation returns to normalcy.

Movie Business: Balaji Telefilms currently has 3 movies in the pipeline of which Ktina was still under production at the time of the lockdown. Production work for the other two movies (Pagglait and Dolly Kitty Aur Who Chamakte Sitare) are complete. We had no planned releases in the current quarter and are currently awaiting more clarity on the available windows to release Dolly Kitty Aur Woh Chamakte Sitare.

Outlook

Given the national lockdown, all content production has come to a standstill, we continue to monitor the situation closely. We are very confident that demand for content will increase once the situation returns to normal and are well prepared to resume business and ramp up content sales once the lock down is over.

We continue to have a very strong balance sheet with zero debt and cash balance of Rs 141 crores as on 31st March 2020. In addition, we hold readily monetizable inventory and receivables of films totalling Rs 99 crores which will add to our cash balance. The effective cash balance of the Company stands at Rs 240 crores.

Balaji Telefilms has a 25 year track record and has built a resilient business model across TV, Movies and Digital and our overall business model, content track record, brand and financial position will create value for all our stakeholders

About Balaji Telefilms Limited:

Balaji Telefilms is India's leading integrated media conglomerate operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms.Ekta 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 and Kahaani Ghar Ghar Ki. More recently it has created an extremely successful mystical fantasy series of Naagin 1, Naagin 2 and Naagin 3, paving the way for weekend fiction based programming.

Over the years the company through its movies business has also demonstrated success in pioneering the production of a differentiated cinematic content across different genres. Balaji Motion Pictures 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, Ek Villain, Udtaa Punjab and most recently Veere Di Wedding.

Balaji Telefilms Ltd's foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALTBalaji's offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for being non-conformist and inclusive. ALTBalaji is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

For further queries please contact:

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