



Sameer Nair appointed as Group CEO

Mumbai, July 15, 2014. Balaji Telefilms Limited (BTL) one of India's leading integrated media conglomerates with defined strengths across both, the motion picture and television content segments today announced the appointment of Mr. Sameer Nair as Group CEO.

A veteran industry executive turned entrepreneur, Mr. Nair was formerly programming head, COO & CEO of Star Network and more recently CEO of NDTV Imagine. Among varied achievements, in his role of programming chief of Star TV he was responsible for revamping the network and launching the combination of KBC & the Balaji daily soaps on Star Plus in the year 2000. These and other shows catapulted the channel to the Number 1 position which it held on to for a span of 9 long years. Later, it was under his watch that saw Imagine bring mythology and historical programming into daily primetime schedules, another industry first.

Commenting on this development Ms. Shobha Kapoor - Managing Director, BTL, said *"We are delighted to have Mr. Nair joining the Balaji family. Sameer brings with him immense and diverse experience in the media and entertainment industry and an acknowledged record of content innovation, business leadership besides being an excellent resource unifier. Over the last several years we have built an unparalleled franchise in creation of television content and have also developed a very strong brand equity within the film production segment. We are excited that Mr. Nair possesses the same passion for entertainment as us and we look forward to him further reinforcing Balaji's inherent strengths in both segments and driving the Company's growth & expansion strategies to help us scale greater heights."*

Commenting on his appointment Mr. Sameer Nair - Group CEO, BTL, said *"I have enjoyed a wonderful association with the Kapoor family since 2000 following the launch of the hugely successful 'K-series' on Star Plus and later with their shows on Imagine. Undoubtedly the team has done a remarkable job of creating one of the most vibrant entities in content generation. The M&E industry is currently at a very dynamic stage and will continue to present several exciting opportunities across all segments, heralding significant change in times to come. I am delighted to have the opportunity of being a part of an extremely exciting business at one of India's most pioneering, creative and talented media houses. Given BTL's several strengths as a business, it is very well poised to capitalise on emerging growth prospects. I look forward to working together with Ekta, Shobhaji and the team, in driving strategic initiatives, furthering the Group's vision of being regarded as an innovative entertainment powerhouse and enhancing value for all stakeholders."*

BTL is the only listed Company on the Exchanges having a strong presence across the television content and movie production space. Over the last 20 years Balaji Telefilms has been the leader in television content with all of its programs enjoying a position amongst the highest TRPs on their respective GEC's. In a short span of time the Company's motion picture business has also been recognized as a leading movie production studio with several acclaimed films across various genres. The Indian entertainment industry is on a strong growth trajectory and the Company's aim would be to grow its business in tandem with the sector whilst capitalising on its established strengths and strong content capabilities.



About Balaji Telefilms Limited

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content across several distribution media, the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Ms. Shobha Kapoor and Ms. Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities.

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Safe Harbor

Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.

