

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



FOR IMMEDIATE RELEASE

December 22, 2014

To,

Bombay Stock Exchange
Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai-400 001.

National Stock Exchange of India Ltd.
"Exchange Plaza",
Bandra-kurla Complex,
Bandra (East), Mumbai-400 051.

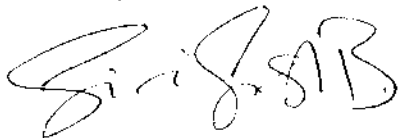
Sub: COMPANY UPDATE

Dear Sirs,

This is to inform you that Balaji Telefilms Limited has entered into an alliance with Kolkata based company namely Chhayabani Pvt. Ltd. to create distinctive, contemporary, clutter breaking television content for the Bengal Market.

Please find enclosed Press Release on the same.

Yours truly,
For Balaji Telefilms Limited



Simmi Singh Bisht
Company Secretary &
Compliance Officer

Encl: as above