



Date: 11th December 2025

To,
The Listing Compliance
National Stock Exchange of India Ltd.
Exchange Plaza, C-1, Block G,
Bandra Kurla Complex, Bandra (E)
Mumbai – 400051

To,
Manager Department of Corporate
Services,
BSE Limited
P. J. Towers, Dalal Street,
Mumbai – 400 001.

NSE SYMBOL: BTML

BSE SCRIP: 543767

Dear Sir/Madam,

Subject: Press Release pursuant to Regulation 30 of SEBI (LODR) Regulation's, 2015.

Ref: - Press Release – Bodhi Tree AI launches CastMatch, India's first chat-based casting platform.

With reference to the captioned subject, please find enclosed herewith the press release for Bodhi Tree AI launches CastMatch, India's first chat-based casting platform.

Please take the same on record.

Thanking you.

Yours faithfully

**For and on behalf of the board of the directors of
Bodhi Tree Multimedia Limited**

**Mautik Ajit Tolia
Managing Director
DIN: 06586383**



BODHI TREE MULTIMEDIA LIMITED

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Bodhi Tree AI launches CastMatch, India's first chat-based casting platform

Mumbai – December 11, 2025 – Bodhi Tree Multimedia Ltd, (NSE: BTML | BSE: 543767 | INEOEEJ01023), one of India's leading content production houses with a strong portfolio of successful television and digital shows has announced its latest AI-driven innovation, CastMatch - the flagship agent of Bodhi Tree AI and the first casting platform built entirely around conversation.

BTML officially launched **CastMatch, India's first conversational AI-powered casting platform** that eliminates the need for traditional casting software. The platform allows users to simply chat and describe their casting requirement - no dashboards, no forms, no learning curve.

Casting in 60 seconds powered by AI

In production testing, CastMatch has reduced the time required to generate a casting shortlist from 2-3 hours to under 60 seconds, representing a 98% reduction in time. It achieves this by searching through over 15,000 actor profiles using AI that understands context, not just keywords.

Hybrid AI for Precision & Speed:

CastMatch operates on a hybrid AI architecture combining local models and OpenAI GPT-4, supported by **1536-dimension semantic embeddings** for high-precision matches. The platform delivers fast and reliable performance with:

- Actor search under **<500 milliseconds**
- AI response under **<300 milliseconds time-to-first-token (62% faster than industry standard)**
- **99.9%** uptime target
- Cost efficiency below \$0.50 per user per month.

10 AI Tools & 12-Agent Roadmap Rollout:

CastMatch integrates 10 AI-powered tools such as script analysis, role extraction, actor recommendations, and budget summaries, and is the first release in Bodhi Tree's 12-Agent AI roadmap, covering workflows from pre-production to post-production. The product enters closed beta with select studios and casting directors, with a commercial SaaS rollout planned to scale across the industry.

A step toward AI-enabled entertainment

With CastMatch, Bodhi Tree moves closer to its vision of modernizing entertainment workflows through AI-driven efficiency, speed and intelligent decision-making.

Commenting on the New Launches, Mr. Mautik Tolia, Managing Director, Bodhi Tree Multimedia Limited said: "We didn't set out to build better casting software. We set out to eliminate the need for it entirely. CastMatch is what happens when you stop thinking about features and start thinking about how humans actually work - through conversation."

Mr. Aditya Pratap Singh, Head of AI & Technology, Bodhi Tree Multimedia Limited added: "I've watched brilliant casting directors spend entire afternoons on decisions that CastMatch now surfaces in under a minute. We're not replacing their judgment - we're giving them superpowers. And this is just the first agent."

About Mr. Aditya Pratap Singh

Aditya Pratap Singh leads BodhiTree AI with **11+ years of experience** in data-driven design. As **UX Leader at IndiGo Airlines** - India's largest carrier - he has delivered measurable improvements in conversion, satisfaction, and revenue. He holds a **Master's in New Media Design from the National Institute of Design** and a **B. Tech in Computer Science**, enabling him to bridge design vision with technical execution. Previously at InterMiles (Etihad Company), Dineout, and Tarantula Labs.

About Bodhi Tree Multimedia Limited

Bodhi tree Multimedia Ltd (BTML) is one of India's leading production houses, listed on both **BSE and NSE**, with a strong portfolio of successful television and digital shows. The company has been at the forefront of creating differentiated and edgy content, with a distinct lineup of shows spanning television, films, and OTT platforms.

Since inception, BTML has produced **100+ shows** and delivered over **3,000 hours** of content across major broadcasters and OTT platforms. Its programming covers a wide range of genres including drama, thriller, horror, comedy, and lifestyle, and extends across multiple languages such as Hindi, Tamil, Marathi, Gujarati, and Bengali - reinforcing its reputation as a pan-India content creator with wide audience appeal.


BTML has strengthened its industry position through its collaboration with AKCH (Amit Khan Content Hub), combining BTML's scale and financing strength with AKCH's storytelling and audience reach. The new SPV structure, with BTML as the majority stakeholder, enhances efficiency by enabling BTML to lead financing and operations while AKCH focuses on creative development. The partnership also expands BTML's growth roadmap with original TV and OTT projects for both domestic and global markets.

For FY25, the Company had reported Consolidated Total Income of 89.76 Cr, EBITDA of 9.67 Cr and Net Profit of 4.92 Cr.

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor

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