



Date: 15.04.2025

To, The Listing Compliance NATIONAL STOCK EXCHANGE OF INDIA LTD. Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051 NSE SYMBOL: BTML	To, Manager Department of Corporate Services, BSE LIMITED P. J. Towers, Dalal Street, Mumbai – 400 001. BSE SCRIP: 543767
--	---

Dear Sir/Madam,

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

Ref: - Press Release – Bodhitree Multimedia Limited appoints Sudip Roy as Group Chief Revenue Officer; launches Bodhi Tree Ventures to drive IP-led digital content monetization

With reference to the captioned subject, please find enclosed herewith the press release for Bodhitree Multimedia Limited appoints Sudip Roy as Group Chief Revenue Officer; launches Bodhi Tree Ventures to drive IP-led digital content monetization.

Please take the same on record.

Thanking you.

Yours faithfully

Thanking You,

For **BODHI TREE MULTIMEDIA LIMITED**

MAUTIK AJIT TOLIA
MANAGING DIRECTOR
DIN: 06586383



BODHI TREE MULTIMEDIA LIMITED

507,5th Floor, Reliable Business Center Commercial Premises Co Op Soc Ltd, Anand Nagar, Opp Heera Panna Shopping Center, Oshiwara, Jogeshwari (W), Mumbai- 400102 Tel.: 022 3512 9058 Email: info@bodhitreemultimedia.com www.bodhitreemultimedia.com

CIN: L22211MH2013PLC245208



Bodhitree Multimedia appoints Sudip Roy as Group Chief Revenue Officer; launches Bodhi Tree Ventures to drive IP-led digital content monetization

~ Bodhitree Multimedia's new division to focus on IP-led digital content monetization ~

Global/National, 15th April, 2025: Bodhitree Multimedia Limited, a leading content production company, has announced the appointment of industry veteran **Sudip Roy** as **Group Chief Revenue Officer** and the launch of its new division, Bodhi Tree Ventures. The new division has been established as a dedicated business unit for digital content monetization, focusing on building and managing IPs across platforms like YouTube and other digital platforms.

With over 25 years of experience in media revenue management, Sudip Roy brings a proven track record from leadership roles at Star News, Zee, Neo Sports, Network18, and TCM. Under his stewardship, Bodhi Tree Ventures will develop and operate specialized digital channels, retain and monetize proprietary IPs, and explore third-party content monetization opportunities.

With Bodhi Tree Ventures, the company aims to move beyond content creation and step into owning, scaling, and monetizing digital assets. This initiative, led by Roy and Mautik Tolia, is set to position Bodhitree Multimedia at the forefront of the digital-first entertainment landscape. The unit is modeled akin to a digital response arm, strategically structured to unlock new revenue streams.

Speaking about the development and new ventures, **Mautik Tolia, MD, Bodhitree Multimedia Ltd**, shared, *"We are delighted to welcome Sudip Roy to Bodhitree as we are entering a decisive phase of growth. His strategic acumen and deep understanding of driving revenue strategies and scaling digital businesses make him the perfect fit to lead Bodhi Tree Ventures. This new division marks a pivotal shift in our journey — from being content creators to becoming owners and monetizers of scalable digital IPs. This is an evolution toward owning and building a future-focused revenue model. Together, we aim to shape a resilient and forward-looking content business."*

Speaking about his new role, **Sudip Roy** said, *"I'm thrilled to join Bodhitree Multimedia at this exciting phase of growth. With the launch of Bodhi Tree Ventures, we are laying the foundation for a future-ready, digital-first business focused on scalable IPs, strategic partnerships, and innovative monetization models. I look forward to collaborating with Mautik and the team to build sustainable revenue engines and shape the next chapter of value creation for the company."*

With the launch of Bodhi Tree Ventures and the addition of **Sudip Roy** as **Group CRO, Bodhitree Multimedia** is poised to redefine the digital space and strengthen its leadership in the



entertainment sector. The division is already operational with multiple channels and IPs under development. The company remains focused on delivering value to stakeholders through innovation and strategic expansion.

About Bodhitree Multimedia Limited

Bodhitree Multimedia Limited was founded by Mautik Tolia and Sukesh Motwani, as a leading Indian entertainment content production company. With over 3000+ hours of content produced across 50+ shows for major broadcasters and OTT platforms, Bodhitree specializes in drama, thriller, horror, comedy, and lifestyle genres. Their services encompass producing, directing, writing, dubbing, mixing, subtitling, content editing, and localization for a variety of media, including television, films, and digital platforms, operating primarily on a B2B business model.