



BOLT Media (wholly owned subsidiary of Balaji Telefilms) successfully completes ad-films customization for a leading food brand

Mumbai, March 12, 2013: BOLT Media Limited (BOLT), a wholly owned subsidiary of Balaji Telefilms Limited (BTL) has successfully completed the production of eight brand customization ad-films for a leading food brand. The films have begun being telecast at various prime times on Zee TV, one of India's leading General Entertainment channels. This was BOLT's first project since its incorporation in November, 2012.

BOLT has been incorporated to independently create and produce cutting edge TV concepts across mainstream and regional television. The firm proposes to cover genres like youth, humour, neo-mythology, reality, scripted reality, factual entertainment besides exploring branded content like digital brand solutions and short form programming. It will also look at creating IP in the space of formats, events and digital content. In addition, it will offer creative or line production expertise to other production houses including regional content. Additionally, it proposes to explore partnerships with international format owners.

Commenting on the successful completion, Vaibhav Modi, CEO – BOLT Media Ltd. said, *"BOLT is a young production house with a highly experienced and capable team. Our focus is on identifying and executing new concepts and formats across the television media spectrum. In just a short time since our incorporation, we have already completed work with a leading food brand. With some more programs being planned and a few more under negotiation we are confident of soon having a diverse content pipeline across various shows."*

The team at BOLT comprises seasoned and well regarded media industry professionals who are aggressively pursuing opportunities with several channels and production houses. The firm is also presently working on two fiction shows, one of which is a mythological show and the other being a historical documentary drama.

About Balaji Telefilms Limited

Balaji Telefilms Limited 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 firm has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Shobha Kapoor and 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.

For further details please contact:

Sanjay Dwivedi (CFO)

Balaji Telefilms Ltd

Tel: +91 22 40698000

Fax: +91 22 40698181

Email: sanjay.dwivedi@balajitelefilms.com

Gavin Desa / Rabindra Basu

Citigate Dewe Rogerson

Tel: +91 22 6645 1237 / 1248

Fax: +91 22 6645 1200

Email: gavin@cdr-india.com
rabindra@cdr-india.com

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.