DQ ENTERTAINMENT (INTERNATIONAL) LIMITED

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The Manager (Listing) Department of Corporate Services BSE Limited P J Towers, Dalal Street, Mumbai — 400 001. Company Code: 533176 (BSE)	The Manager (Listing), National Stock Exchange of India Limited, "Exchange Plaza" Bandra - Kurla Complex Mumbai- 400 051. Company Code: DQE (NSE)

Dear Sir/Madam,

Sub: DQE's 'The Psammy Show' moves big into China as CCTV acquires broadcast rights

Kindly find enclosed herewith the copy of Corporate Announcement with respect to the Company's latest kids animated TV Series 'The Psammy Show' made its way into Chinese Market.

Kindly take the same on record.

Thanking you

Yours truly
For DQ Entertainment (International) Limited

DQ Entertainment (International) HYDERABAD

Sukhmani Walia
(Company Secretary & Compliance Officer)

Encl. as above

DQE's The Psammy Show moves big into China as CCTV acquires broadcast rights

DQE one of the world's leading international producers and distributors of children's animated content announced that its latest kids animated TV series **" The Psammy Show "** which is a co-production with **Disney Germany** and **Method Animation** France has made its way to China as state broadcaster CCTV has picked up the rights to broadcast the show.

The show will broadcast on **CCTV's** children's channel, **CCTV 14 Kids**, from **9th August** . This will be a huge deal for DQ as breaking into the Chinese market could bring the show tens of millions of new young fans.

Earlier in the year DQ had entered into a distribution agreement with Cawro –a leading children's content and brands company, recognized in China market for high profile track record and other major collaborations with international media conglomerates for The Psammy show.



The Psammy show premiered on October 8th 2018 in Disney channel ,Germany quickly garnering high ratings among kids in the age group of 3-13 years .The animated series easily exceeded Disney Channel's channel average for that month reaching more than 500,000 kids in Germany .

The series also has begun broadcasting on Disney France and SH channel Israel while the it has been well received by broadcasters around the world .The accusation of the series is on for various regions in Asia, MENA, Europe and North and South America with the broadcast in these regions expected to begin later this year.

The entry of The Psammy show into the tough but potentially huge market in China marks the beginning of a new chapter for DQE .

The Psammy Show is a CGI Animated TV Series 52 X 11' which follows the adventures and escapades of five children after they unearth and befriend a sand fairy by their Uncle's beachfront mansion. But the sand fairy in question is a green, vivacious little creature with a big attitude and an even bigger obsession with online shopping! Psammy offers to grant Cyril, Anthea, Jane, Robert and William (Baby) one wish each day. Amazing as it sounds, the children inevitably learn that each wish granted by Psammy will bring unwanted consequences, the effects of which cannot be reversed until the sun sets, or until the kids figure out a way to fix things together, whichever happens quicker!

Manoj Mishra ,COO DQE Group commented "*We are very excited about The Psammy show 's debut broadcast on CCTV for China and are confident that the series will enthral all the young audiences in china .We hope to see our brand reach to millions of kids in the country."*

Tapaas Chakravarti , CEO & MD DQE Group said**"** *We are excited to see the world of Psammy expanding across various mediums in China. The Psammy Show has successfully captured young audiences in Europe and we are sure the show will do the same in China too."*

Maurice Goh from Cawro, **China** commented "*when we were young we were always wondering if every wish had consequences .It is great to have The Psammy show sharing valuable life and community lessons through the eyes of a child! Cawro is excited to distribute this content in China which aligned with our company values.*"

About DQ Entertainment (International) Ltd :

DQ Entertainment (DQE) is an Animation, gaming, live action entertainment - production and distribution – company with amongst the largest Animation production capacity for Television, Feature Films, Home Video, Online Game Art, Visual Effects, mobile and next generation console games. With in-house skills sets of over 1500 employees, DQE can be considered as one of the largest Animated content production houses in the world today. DQE has grown into a fully integrated production and distribution group distinguished for its corporate governance, adherence to the highest quality and one of the first companies in this industry to receive the ISO 9001:2000 certification by DNV Norway, for its sophisticated production and delivery systems.

DQE has produced/Co-produced major Intellectual Properties (IP's) such as Robin Hood, Lanfeust Quest, The New Adventures of Lassie, The Jungle Book (3 seasons), The New adventures of Peter Pan(2 seasons), Iron Man(2 seasons), Casper(2 seasons), Charlie Chaplin, Lassie and many more in partnership with global broadcasters, distributors, licensees and large independent producers, especially in Europe & the USA. DQE has access to high quality creative talent for writing, designing and direction from the USA, Canada, UK and France.

DQEs partnerships include entertainment and media companies such as Nickelodeon-USA, The Disney Group-worldwide, BBC Worldwide, Discovery Kids-USA, Electronic Arts Worldwide, Cartoon Network, TF1, France3, France 2, RAI- Italy, ZDF-Germany, NBC Universal, Sony Pictures Entertainment, Turner Group, Mattel-USA, ABC Australia, and many International broadcasters