

**Ref.No. IFL/COM/2025-26/016**

**Date: 10<sup>th</sup> September, 2026**

To,  
National Stock Exchange of India Limited  
The Listing Department  
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,  
Bandra (East), Mumbai 400 051 (Maharashtra)

**Symbol: INSPIRE**

**Subject: Intimation under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Launch of New Television Project**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are pleased to inform that **Inspire Films Limited (“the Company”)** is set to launch its new television fiction project, **“Kyunki Papa Kehte Hain”**, on **Sony SAB**, one of India's leading Hindi General Entertainment Channels. The show is scheduled for its **official telecast from 22nd September 2026 at 7:30 PM on Sony Sab**. The show will also be available to stream on **Sony LIV**, bringing the Company's latest fiction offering to audiences across India.

The project marks an important addition to the Company's television content portfolio and further strengthens Inspire Films' association with leading national broadcasters.

**“Kyunki Papa Kehte Hain”** is a family-oriented fiction property produced by Inspire Films Limited for Sony SAB. The project is part of the Company's continuing strategy of developing and producing differentiated content for leading television and digital platforms.

Further details regarding the launch and consumer-facing promotion of the programme will be announced by the broadcaster as part of its marketing and promotional campaign.

**Promo / First Look:**

[Watch the Promo of “Kyunki Papa Kehte Hain”](#)

Inspire Films has a strong track record of creating and producing popular television properties across genres and platforms. The Company's prominent television projects include **“Ek Veer Ki Ardaas...Veera”**, **“Sadda Haq”**, **“Kuch Rang Pyar Ke Aise Bhi”**, **“Ishq Mein Marjawan”** and **“Ishq Mein Marjawan 2”**, among others. The Company's track record and awards portfolio reflect its established creative and production capabilities.

The Company has also continued to expand its television and digital content portfolio, including its recent association with **Colors for “Dhaakad Beera”**, an issue-based fiction property, and its growing presence across OTT and digital formats. Inspire Films' Annual Report also highlights its continuing expansion across television, OTT, digital IP and new-format storytelling.

**“Inspire Films Limited” a Beyond Dreams Group Entity**

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The launch of “**Kyunki Papa Kehte Hain**” on Sony SAB is therefore an important milestone for the Company as it continues to strengthen its relationships with leading broadcasters and build a diversified pipeline of content across television and digital platforms.

The Company believes that its growing content pipeline, together with its focus on developing and acquiring intellectual properties, will enable it to explore opportunities across **multiple platforms, languages, formats and territories** and create long-term value from its content portfolio.

Further details regarding the launch and consumer-facing promotion of the programme will be announced by the broadcaster as part of its marketing and promotional campaign.

This disclosure is being made for the information of the members of the Exchange and the Company's stakeholders.

**For Inspire Films Limited**

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**YASH A. PATNAIK**  
**MANAGING DIRECTOR**  
**DIN: 01270640**