

Ref.No. IFL/COM/2025-26/017

Date: 23th 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 *Kyunki Papa Kehte Hain* on Sony SAB and Sony LIV****Dear Sir/Madam,**

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, **Inspire Films Limited** ("the Company") is pleased to announce that its new television fiction project, ***Kyunki Papa Kehte Hain*** ("KPKH"), commenced its telecast on **22nd September 2026 on Sony SAB**, with the show also available for streaming on **Sony LIV**.

The launch marks an important milestone for Inspire Films as ***Kyunki Papa Kehte Hain* is the Company's first collaboration with Sony SAB**, one of India's leading Hindi General Entertainment Channels. The show is being presented as a premium daily fiction property and expands the Company's portfolio across mainstream Hindi television.

Kyunki Papa Kehte Hain is an **official Indian adaptation of the acclaimed American television series *Party of Five***, which originally ran for six seasons. The Indian adaptation brings the central family premise into an Indian cultural and social context, following five siblings who are forced to navigate life and responsibility together after the unexpected loss of their parents. SonyLIV's official listing describes the series as following the five siblings as their eldest brother assumes responsibility for the family.

The premiere episode of *Kyunki Papa Kehte Hain* has received **positive appreciation from viewers as well as early critical commentary**, with the show's family-oriented narrative, emotional connect and blend of drama and humour being noted in early responses. Media coverage of the show's promotional material had also highlighted its combination of family drama, humour and emotional storytelling ahead of its launch.

The show is available on **Sony SAB and Sony LIV**, providing the property with both television and digital distribution. Sony Pictures Networks describes Sony SAB as its family-oriented Hindi entertainment channel, while SonyLIV is carrying the show's episodes digitally.

"Inspire Films Limited" a Beyond Dreams Group Entity

Address: 111, 1st Floor, Shree Kamdhenu Estate, Mindspace, Malad (West) Mumbai 400064, Maharashtra, India
CIN: L74120MH2012PLC226209 | **Phone:** +91 22 46095834 | **Email :** info@inspirefilms.in | **Website:** www.inspirefilms.in

Inspire Films' Content Track Record

The launch of *Kyunki Papa Kehte Hain* builds on Inspire Films' established track record of creating and producing content across television and digital platforms.

Over the years, the Company has been associated with several popular and widely recognised properties, including ***Kuch Rang PyarKeAiseBhi*, *Ek Veer Ki Ardaas – Veera*, *SaddaHaq*, *Ishq Mein Marjawan* and *Ishq Mein Marjawan 2***, among others.

The Company's content portfolio has also expanded beyond television into digital and OTT formats, with projects including ***Tu Zakhm Hai*, *Pyaar*, *Paise*, *Profit* and *Dear Ishq***, among others.

This diversified body of work reflects the Company's continued focus on developing and producing content across **genres, formats and platforms**, while building long-term relationships with leading broadcasters and digital platforms.

Strategic Significance

The association with Sony SAB represents an important step in Inspire Films' strategy of **strengthening its television portfolio while simultaneously expanding its presence across digital platforms**.

The Company continues to build a diversified pipeline of original and acquired intellectual properties, with the objective of developing and monetising content across multiple platforms, languages, formats and territories.

The Company believes that the combination of its established production capabilities, growing IP portfolio and relationships with leading broadcasters and OTT platforms provides a foundation for building a scalable and diversified content business.

The launch of ***Kyunki Papa Kehte Hain*** on Sony SAB and Sony LIV is therefore an important addition to the Company's content slate and represents another step in Inspire Films' continuing journey of building a broader content and intellectual property-led business.

For Inspire Films Limited

YASH
ARABINDA
PATNAIK
PATNAIK

Digitally signed by
YASH ARABINDA
PATNAIK
Date: 2026.09.23
17:25:25 +05'30'

YASH A. PATNAIK
MANAGING DIRECTOR
DIN: 01270640

"Inspire Films Limited" a Beyond Dreams Group Entity

Address: 111, 1st Floor, Shree Kamdhenu Estate, Mindspace, Malad (West) Mumbai 400064, Maharashtra, India
CIN: L74120MH2012PLC226209 | Phone: +91 22 46095834 | Email : info@inspirefilms.in | Website: www.inspirefilms.in

INSPIRE FILMS LIMITED

क्योंकि पापा कहते हैं

MON-SAT 7.30 PM
ONLY ON

