



Date: 01.10.2026

To,
Department of Corporate Services
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,
Bandra (East) Mumbai 400051

Ref: SYMBOL: OPTIMYSTIX

Sub: Press Release

Dear Sir/Madam,

Please find enclosed the Press Release dated October 01, 2026 which is being issued by the Company.

The above information will also be made available on the Company's website, i.e. <https://optimystix.tv/investors/investor-information/>.

You are requested to take the same on your record.

Thanking you,

Yours Faithfully,

For Optimystix Entertainment India Limited

RAJESH
DARSHAN BAHL

Digitally signed by
RAJESH DARSHAN BAHL
Date: 2026.10.01
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Rajesh Darshan Bahl
Whole-time Director
DIN: 06652548



Press Release

Optimystix Entertainment strengthens its global IP strategy with *Game Changers*, a high-potential business reality franchise hosted by R. Madhavan



Mumbai / Dubai: Optimystix Entertainment India Limited today announced *Game Changers*, an original business reality format created by Optimystix and hosted by acclaimed actor and filmmaker R. Madhavan.

Designed as a premium, internationally scalable entertainment property, *Game Changers* will be produced in Dubai for the Middle East market, with a vision to expand across geographies. The show represents a strategic step in Optimystix's growth journey:

- building a stronger portfolio of owned intellectual property,
- diversifying revenue opportunities
- and creating long-term content assets with potential for format licensing, sponsorships, branded integrations, digital extensions and multi-territory adaptations.

Production is scheduled to commence shortly.

At a time when entrepreneurship, innovation and founder-led businesses are capturing global attention, *Game Changers* brings together compelling human stories, high-stakes decision-making and investment-led entertainment. **Startup founders** from across the world will get an opportunity to pitch their ventures before an **international investor panel**, with representation from **Dubai, London, Russia and the United States**.

Optimystix Entertainment India Ltd.

(Formerly known as Optimystix Entertainment India Pvt.Ltd.)

Regd.Office: 21 SVP Nagar, Jankidevi Public School Road, Near Versova Tel. Exchange, Andheri (W), Mumbai 400 053.

Tel: +91-22-4293 5000 web: www.optimystix.com CIN: L59113MH2000PLC129417



optimystix

"Game Changers is being developed as a future-facing global entertainment franchise, for Optimystix which is more than a new show. It is an owned IP with the potential to travel across markets, attract marquee brand partnerships and create multiple monetisation streams over time. We are combining our proven expertise in creating mass-audience entertainment with a format that speaks directly to the global energy around entrepreneurship, innovation and investment." Said Vipul D Shah (Founder and Chairman)

"The format goes beyond a conventional pitch show. It spotlights the ambition, resilience, strategy and personal conviction behind promising businesses while giving audiences an inside view of what it takes to build, fund and scale a company in today's competitive global economy." Said Rajesh Bahl (Co-Founder and Group CEO)

Dubai provides a powerful launchpad for the franchise. As an international business hub connecting Asia, Europe, Africa and the Americas, the city offers access to a diverse founder ecosystem, global capital networks and a rapidly expanding media and consumer market. The UAE edition is envisioned as the first step in a wider international rollout, with future opportunities for regional editions, language adaptations, format licensing and digital-first content extensions.

With R. Madhavan at the helm, *Game Changers* will bring credibility, warmth and sharp insight to the founder journey. Madhavan's presence is expected to broaden the show's appeal across audiences—bringing together entrepreneurs, young professionals, business leaders, investors and mainstream entertainment viewers.

For Optimystix, *Game Changers* marks an important evolution in its growth strategy. The company is building on its established credentials in high-impact television, film and reality entertainment while increasingly focusing on the creation and ownership of differentiated IP with global relevance.

The project also reinforces Optimystix's ambition to strengthen market perception as not only one of India's most successful and experienced production houses, but also as a forward-looking content and IP company positioned to participate in the expanding global entertainment economy.

With a legacy of popular programming, strong execution capabilities and an expanding focus on owned formats, Optimystix is creating a pipeline of projects designed to deliver both creative impact and long-term enterprise value.

Why this matters

Game Changers strengthens Optimystix's narrative in four important ways:

- **Owned intellectual property:** Unlike purely commissioned production, original formats can create long-term asset value through repeat seasons, regional adaptations, licensing and distribution opportunities.
- **International expansion:** A Dubai-led launch gives Optimystix a strategic entry point into the Middle East while creating a platform that can potentially extend into other global markets.

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- **Multiple monetisation channels:** The format can potentially generate value through broadcaster or OTT deals, title sponsorships, brand integrations, format licensing, digital content, event partnerships and future editions.
- **Stronger corporate positioning:** The show showcases Optimystix as a company evolving beyond conventional production services into globally relevant, technology-enabled, IP-led entertainment.

About Optimystix Entertainment India Limited

Optimystix Entertainment India Limited is a diversified media and Entertainment Company listed on NSE Emerge, with an established presence across television, feature films, OTT, digital content and animation. Over the past two decades, the company has created and produced more than 160 television shows for prime-time programming and received over 75 industry awards. Its celebrated portfolio includes some of India's most recognised entertainment properties, including Comedy Circus, Crime Patrol, Baalveer, Rising Star and Laughter Chefs, along with successful feature films such as OMG 2, Khel Khel Mein and The Diplomat.

As it enters its next phase of growth, Optimystix is focused on building owned and co-owned intellectual properties, expanding its film and regional-content portfolio, developing animation and digital-first businesses, and using technology and AI across the content value Chain.