

March 13, 2018

To
The Manger – Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

Sub: Press release to National Stock Exchange of India Limited ("Stock Exchange")
Ref: Silly Monks Entertainment Limited (SYMBOL: SILLYMONKS)

Dear Sir/Madam,

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI (LODR) Regulations, 2015), please find attached herewith the press release of Silly Monks Entertainment Limited (in collaboration with Chennai based GTN Entertainment), in relation to launch of 100 episodes live action TV pilot show with a spin off animation series, "Chanakya" at the Hong Kong Filmart 2018 this March 19 – 22.

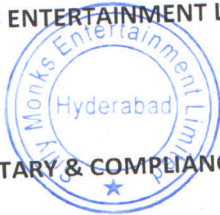
You are requested to take the same on your records.

Thanking You,

FOR SILLY MONKS ENTERTAINMENT LIMITED


SUSHMA BARLA

COMPANY SECRETARY & COMPLIANCE OFFICER



ENCL.: As above



Sillymonks to Pilot its 100 Episodes Live Action TV Show 'Chanakya' on March 19th at Filmart -Hong Kong; Google Boy to play protagonist

Hyderabad, March 12, 2018: Hyderabad based **Silly Monks Entertainment** (NSE: SILLYMONKS) in collaboration with Chennai based GTN Entertainment today announced the launch of 100 episodes live action TV pilot show with a spin off animation series, 'Chanakya'. The pilot episode in Hindi will be launched at the Hong Kong Filmart 2018 this March 19 – 22.

Conceptualized as 'Chanakya', the universally appealing TV show aims to bring to screen the real story behind the phenomenon. The role of little 'Chanakya' will be played by Google Boy – Kautilya Pandit. While the pilot show will be in Hindi, Silly Monks plans to offer 'Chanakya' in multiple national and international language based on the market response.

"The strong storyline of 'Chanakya' is sure to strike a chord with most viewers across the South East Asian markets as well as the Indian/ Asian diaspora world-wide." Sanjay Reddy, Managing Director of Hyderabad based Silly Monks Entertainment widely acknowledged in the industry for its high quality content production and storytelling abilities, said.

Sanjay is convinced that the series is sure to open up international markets for Silly Monks with a truly world class 'Made in India' Intellectual Property. "The strength of the creative content lies in its universal appeal, beyond the Indian diaspora. We are ready to partner with international production houses to release 'Chanakya' in different Indian and foreign languages."

The collective strength of Silly Monks YouTube Multi Channel Network dominance and Chennai based GTN Entertainment's 20 years of production history, their Warner Bros International Television and MGM International Television association in syndicating content will lay the foundation for 'Chanakya' popularity and many other Live Action TV shows in the pipeline. GTN brings on board their recent expertise to create successful epic tales that represent the rich diversity of the Indian heritage with the world audience in mind.

The live TV show cum animation series is about the boy genius Chanakya, who ahead of his age mastered the knowledge of the Vedas and the Shastras and questioned the malpractices, lawlessness, corruption and immorality in the society around him and the state.

In his childhood Chanakya was once told, "Don't just ask questions... try and be the answer, then your speech will be your armour" and Chanakya lived to do that. What the 100 episodes will reveal is what formed the tenets of Chanakya Neeti.

Told like a Folk Tale/Fairy Tale, the story of Chanakya has many stories hidden within; a father-son story...a mother-son story...a David and Goliath kind of story...a story of two friends...and a coming of age story. There is irreverence and mischief; there are pranks and then learning. 'Chanakya' will be told in a tongue-in-cheek manner using wit and humour and sharp sarcasm.





Silly Monks Entertainment Limited
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301, Ektha Pearl, Plot No. 2-17-89,
B P Raju Marg, Kothaguda, Kondapur,
Hyderabad, TS - 500084, INDIA

The 'Chanakya' show has an entertaining, magical world with larger than life characters and anecdotes and parables that hold life lessons.

What lay at the foundation of the razor-sharp mind of Chanakya? Who was the person behind the man? More so, how far back did his notions of equality and one single nation take root? These are among the several questions the show will reveal spread over 100 episodes.

Not too many TV shows or movies have dealt with the story of the boy who grew up to be the progenitor of Indian socio-politico and administrative philosophy as well as hailed as the first ever management guru the world has ever known – **Chanakya** – the creator of Arthashastra and Chanakya Neeti.





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