

Date: July 19, 2019

Place: Hyderabad

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 Silly Monks Entertainment Limited, press release, in relation to **Aurous Avatar Entertainment & Silly Monks Entertainment Ltd join hands to produce films in different languages**

You are requested to take the same on your records.

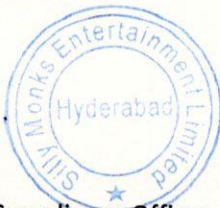
Thanking You,

For Silly Monks Entertainment Limited



Sushma Barla

Company Secretary & Compliance Officer



ENCL.: As above



AUROUS AVATAR ENTERTAINMENT & SILLY MONKS ENTERTAINMENT LTD JOIN HANDS TO PRODUCE FILMS IN DIFFERENT LANGUAGES

With four successful film releases in Marathi, Gujarati and English, the Mumbai based production house Aurous Avatar Entertainment is now eyeing the Telugu audience. Founded in 2013, Aurous Avatar has joined hands with the Southern Entertainment juggernaut Silly Monks Entertainment, known for their content production, marketing and syndication, with a shared vision of creating relatable productions to the film goers across the country. Taking the first leap of faith in the Southern market, this joint venture is almost ready with its maiden release, **Ashwamedham**.

There are exciting projects to be expected from this unique team of Aurous Avatar and SillyMonks in the upcoming months with three new productions in the pipeline apart from Ashwamedham – a second Telugu film **Dipawali**, **Nanhe Einstein** in Hindi and **Dadar 1992** in Marathi.

This could well be the beginning of a film conglomerate that traverses the length and breadth of the country geographically as well as linguistically as an amalgamation of strengths in the fields of production, distribution, movie promotions, digital marketing & syndication in a manner that not only complements one another. Together they are set to embark on a journey to provide wholesome entertainment to Indian cinema.

Rupesh Gugale (Jain) echoed his sentiments saying, “It is an honour to serve the regional market in south and this strategic partnership with SillyMonks is the best thing that could have happened to Aurous Avatar in recent times.”

Shubh Malhotra, partner in Aurous Avatar feels the same, “Being a Mumbai based company, it would not be easy for us to venture into the Southern market without this partnership with SillyMonks.”

Sanjay Reddy, Founder & MD of Silly Monks is extremely optimistic about this joint venture as this gives SMEL an opportunity to become a full-fledged film production house on the lines of Yash Raj Films with marketing & distribution under their belt. Sanjay further added, “This collaboration allows us to enter new markets like Bollywood and other regional production spaces like Marathi & Gujarati too. We see this as a giant leap for Silly Monks as a company keeping our promise when we went public in January 2018, having been the first digital media entertainment company to be listed on NSE Emerge. The past year has seen us restructure our vision and revisit our goals and we now know we are ready to put it all in place, as envisaged”



Looking forward to the immediate future productions:

- **Name: Dipawali**

Language: Telugu

Story outline: Dipawali is a dark comedy set in a society where all the neighbours are friends. With her botched attempt to elope, after the death of her neighbour under mysterious circumstances, the heroine sets off on a journey to uncover the truth. Brahmanandam adds a comedic angle to the story as a love guru. Leading to utter chaos along the way, the big question still remains about the identity of the murderer.

Star Cast: Brahmanandam, Ravi Babu, Ali, Prabhas Srinu, Directed by

- **Name: Nanhe Einstein**

Language: Hindi

Story Outline: Set around Raghu, the young son of a washerman from the distant suburbs of Mumbai, it takes us on a journey about how he manages to get admission to a plush school through its Principal (played by Suneil Shetty), his father's client. While Raghu struggles to come to terms with this new phase of his life, he struggles to adjust to his new fancy school and his peers. Despite their contrasting life circumstances, he gradually manages to convince his classmates that he is one of them, making new friends along the way. It is a critical balancing time for him as his social life flourishes, but having come from a Hindi medium school, he academically struggles to keep up and his standing in the school hangs in the balance. With the help of his friends, Raghu takes up the challenge of improving his grades in a bid to protect his place in the institution. This film explores the genre in which Aamir Khan's film "**Tare Zameen Par**" was set in.

Star Cast: Suneil Shetty, Sarvesh Tiwari (of **Indu Sarkar** and **Shamshera** fame), Surendra Pal Singh, Tvisha Seema, Sarvar Ahuja

The story writer is **Saiwyn Quadras**, who was the writer for blockbusters like "**Mary Kom**", "**Neerja**" and "**Parmanu**". **R.De** of "**Slumdog Millionaire**, **Udta Panjab**" & "**Main Hoon Na**" fame, and the editor in **Manan Sagar** who has worked on hit movies like "**Baaghi**", "**Munna Michael**", "**Badrinath ki Dulhaniya**", "**ABCD 2**", "**Humpty Sharma ki Dulhaniya**" and "**Heropanti**".

- **Name: Dadar 1992**

Language: Marathi

Story Outline: This film attempts to portray ragging, peer pressure and how easy it is for kids to be misguided & choose the path of crime. This film hopes to inspire those kids who have gone astray as well as serve as a warning to them. It shows that although there is easy money in the path of crime, it is also riddled with difficulties and disillusionment. Some of the most pressing societal issues of today are addressed in this film and have been handled with maturity.

Star Cast: Bhushan Pradhan, Priya Patil, Vishal Pawar, Sita Kadam, Suraj Bhogade and Mahesh Akerkar.

Crew: Directed by Nitin G & DOP is Parthasarathi of "**Guru**" fame



ABOUT

Aurous Avatar Entertainment (<http://aurousavatar.com/>) is a Mumbai based production house that was formed in the year 2013. The first film produced under the banner was “What about Savarkar?” starring Sara Shravan and Shrikant Bhide, directed by Rupesh Katare and Nitin Gawde, released in April 2015. It was a huge success with the audience and has also won 12 nominations and 6 awards for the best film and best director category. The second film named “Ghantaa” starring Amy Wagh and Pushkar Shrotri released in October 2016. The third released is a Gujarati film called “Tamburo” starring Pratik Gandhi, Priya Nayar, and Manoj Joshi. It was with the biggest star cast in the 85 years history of Gujarati Cinema. The fourth film released on 15th December 2017 named “Hare Krishna! The Mantra, the movement the swami who started it all” is the International docu-drama project done by Aurous Avatar. It was released in Hindi, English and other international languages. The film is directed by Mr. John Griesser. Altogether the production cost of four movies was around 9.5 crores and earned around 25 crores in total.

The Partners at Aurous Avatar Entertainment are Mr. Rupesh. H. Gugale (Jain) and Ms. Shubh Malhotra.

Rupesh H. Gugale (Jain):

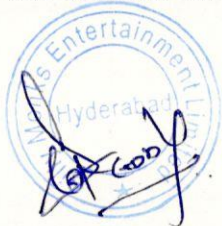
As a producer who believes in innovation and creativity, his journey is too long to fit on the paper but he has seen the world like no one else. In terms of an entrepreneur, his ventures were not initially into the films but it was in multiple sectors like the hotel industry, printing industry and he has been a pioneer in the coconut and sago business with pan India presence!

He also believes in the welfare of the society and was the vice president of Youth Congress INTUC till 2018. He made his first step into the Showbiz with the Marathi film ‘What about Savarkar’ which went on to set a benchmark in the Marathi film industry and then there was no looking back for him!

Shubh Malhotra:

Shubh Malhotra is a lady who wears many hats- a fashion & lifestyle designer, coach & brand mentor, national and international pageant & fashion show director, personality & image grooming consultant, a motivational speaker, a producer-director as well as the founder of Shubh Aastha Foundation.

Her family is associated with the Bollywood film industry as well as the export business, but with the wish to create her own niche and make a mark for herself separate from her illustrious family, she chose to venture out on her own. Hailing from a film industry background she was always interested in assuming various roles within the film and fashion world, and entered the fashion industry as a freelance stylist in the early 2000. She made her debut in the fashion world by working on a Fashion for a Cause show in Jaipur which was focused on cancer patients. There has been no looking back for her since then, and she has left no stone unturned dabbling in a myriad venture ranging from lifestyle and branding coach, to director and social activist. You name it and Shubh Malhotra has tried her hand at it and come out with flying colours.



She was always drawn towards the creative aspect of the film industry that enables you to share your vision and connect with the masses in the best possible way. She is the CEO of ChaiKoffee Entertainment which is a vertical of Aurous Avatar Entertainment that handles film and TV production and distribution related to Bollywood and Tollywood. They help create brands and software for ventures such as films, media, fashion, human resource and finance management. Under the banner of CK Ent., several acclaimed projects have been launched. They handled the post production for the internationally acclaimed biopic, "Pritpal Singh" on the famous hockey player which released in 2014. Shubh Malhotra was also the creative director for the film. She was also the music video director for the hit Punjabi song, "Nachne" which has garnered more than 1 million views since its release. Their film "FOB" (Fresh off the Boat), won the award for Best Screenplay at the renowned Sydney Film Festival.

Shubh Malhotra is a big believer in the divine and has always strived to balance her fame with philanthropy. She founded Shubh Aastha Foundation which is dedicated to the upliftment of society through social reforms, working against serious issues such as dowry harassment, rape, illiteracy and additionally provides a platform for skills development to transform, encourage and inspire upcoming talent. The most fulfilling aspect of her job is to be able to give back to society and help in its betterment and transformation in every avenue possible by her. She has also adopted an orphanage that cares for 40 children, and an old age home that supports 25 women.

When she had initially moved to the US, nearly 3 decades ago with her husband, she was employed in the IT Sector, and was charged with the training and polishing of recruits from India, of whom a large number were Telugu (her Telugu connect). She took on the role of a mentor and maternal figure to dozens of young men and women, which was when she began to forge a connection with the Telugu community. She played a crucial role in helping many aspirants secure placements in top MNCs in the United States of America. She also personally assisted several youngsters with getting their immigration work done. Securing an H1B visa at that time was a daunting feat, and her training and guidance provided a much-needed direction for rookies looking to secure stable jobs and make it big in the US. As a gesture of their appreciation and love for their mentor's guidance and support, they would bring her goodies such as Karachi Biscuits, biryani, haleem, perillu, pulihora, kalakand, and even masalas for her to use while cooking. It was in this way that she grew an even deeper love for Hyderabad and Telugu people, and even now she craves Karachi Biscuits every few months!

While Shubh Malhotra believes that cinema is worldwide, she was very keen on entering Tollywood as she sees it as a highly attractive industry, which is very open and welcoming platform that is accepting of liberal content. This combined with her soft corner for the Telugu people and the deep bonds she shares with numerous Telugu ex-colleagues till date has drawn her to this industry. Shubh Malhotra is highly decorated and the recipient of numerous national and international awards, and has her bags full of achievements, to name just a few:

- Navi Mumbai Fashion Week Ambassador- (2018)
- LIFT Academy Ambassador; focused on empowering women-(2019)
- Dadasaheb Phalke Icon Award-(2019)
- Star of the Nation Indus International Awards- Women of Substance Award (2019)



- Maharashtra Women's Wing Cell President for the Sanyukt Vyapar Mandal; an all India group, and she is the voice for businesswomen in MH and she puts their issues in front of the CM- (2019)
- Youth Women Icon of India- Jai Ho Foundation-(2019)

"Ashwamedham":

Trailer: <https://www.youtube.com/watch?v=b1g0PLcomCQ&feature=youtu.be>

When the CBI receives information that an unprecedented attack on the digital economy of the country is being planned by a group of hackers, it activates a covert wing to quietly prevent the country's economy from crippling and being taken hostage. During the course of the investigation there are several attempts to sabotage the plans of the hackers, but they always appear to be one step ahead and nothing is what it seems. Dhruva is an ordinary man who runs a chain of cyber cafes, raises his 10 year old niece and is a reluctant lover, or at least that is what it appears to be. Then there is a mysterious elderly gentleman who claims to be a magician, and never seems to lose at chess to Dhruva insisting that he can read his mind and anticipate his every move. With time running out to save the country, there is a clash of minds and guts. Deception and mysteries present themselves at every turn and will keep you at the edge of your seats right up until the end.

Star Cast & Crew:

Actors-

- Dhruva Karunakar (main lead)- has worked in over 336 plays around the world in a span of 5 years and was featured in the music video "Eppatiki Prema"
- Vennela Kishore- who has worked on huge films like "Vennela", "Saaho", "Dookudu", "Naa Peru Surya"
- Priyadarshi- who acted in hit films such as "Pelli Choopulu", "Arjun Reddy", "F2F Fun to Frustration", "Malleshham", "Spyder"
- Shashidar
- Arjun

Technicians-

- Thammi Raju (Editor)- has worked on the magnum opus "Baahubali" (Parts 1 & 2) and other big films like "118", "Raja the Great", "Chalo"
- Nitin G (Director)- is the director of famed "What about Sarvarkar?"

Dhruva Karunakar (star cast):

Dhruva was born in a typical Indian middle-class family in Udipi, Karnataka, to an inspiring father who was physically challenged and used to be a manager in a restaurant. Dhruva learnt the hardships of life at the very early age and he started selling vada pav and samosas at the tender age of 15. The 'never say no' attitude started building his DNA almost as early as from his school days.

This is probably the destiny and the universe conspired to make Dhruva a star, that finally brought him to the city of dreams, Mumbai, after his schooling. He wanted to be a sportsman, especially a cricketer, as sports have played a huge role in his school days. Dhruva was good in



the fields, but unfortunately, he neither had money to spend on coaching nor time to practice, as he had to work and study simultaneously.

Dhruva Karunakar had joined hotel management in Mumbai and after completion of the course, he started working tirelessly to meet the ends. As history repeats itself, like some other stars of yesteryear, the city grilled Dhruva as well to prepare himself. Around this time in a fateful evening, a friend of Dhruva took him for a theatre show, and destiny talked to him that night. It was like déjà vu – the realisation of being there on the stage, under the Arc-light and hearing the mesmerising sound of applause! Dhruva knew that night, acting is THE career that he was born for, and nothing else. And here started the struggle of an actor's life. It wasn't a piece of cake for a guy from a small town trying to be an actor in Mumbai's theatre circle. It needs huge amount of patience, hard work, determination and perseverance.

Without dropping any balls of responsibilities, Dhruva joined short courses in acting. First, it was with FTII, Pune and then National School of Drama, New Delhi. These courses shaped up Dhruva's career as an actor, looking the craft inside out from the artist's perspective. The icons like Barry John, Vibha Rani, Ravi Raj Sagar were the who's who of theatre those days and Dhruva learnt something or the other from each of these stalwarts.

"Ashwamedham" is a perfect story for a debut actor like him because he wanted to explore every side of an actor that this film hugely rests on. He wanted to specially fit in the action genre and this film is exactly what he was looking for!

Nitin Suresh Gawde:

Nitin Suresh Gawde is a multi-disciplinary Designer, illustrator as well as a writer and director. He grew up in a Maharashtrian family. He completed his education with a Diploma in graphic design and UI from Maharashtra State in 2004. His story is pretty much like every other kid that grew up in the 90's: Saturday morning cartoons, cricket in the summer, reading books and writing poems were his hobbies. We can surely say that, those early obsessions have influenced His work. After spending 12 years in the designing world. He decided to deep dive in the creative world. Artworks, illustrations, Writing and Direction became his gateway to the entertainment sector. He started working at the Prithvi theatre with Rangshala group as an assistant director of 'Sageer Ahmed Choudhari'. After gaining a vast experience he finally entered the film industry.

In 2014 he wrote and directed his debut film titled as "What about Savarkar?" which was released in 2015. The film was later awarded by many critics. Later, He worked with John Greaser as the creative producer & director in India for the film Hare Krishna. Hare Krishna was docu-drama based on the life of Swami Prabhupada the founder of ISKON. He is part of three movies which would be released in 2019. Namely "Dadar 1992" (Marathi), & "Ashwamedham" (Telugu).



Silly Monks Entertainment Ltd. (SMEL) was listed in the National Stock Exchange (NSE Emerge) in January 2018, and it was the first Digital Entertainment Company in the country to go for IPO. The company reported a growth of 32.12% in the FY 18-19 over FY 17-18 with a turnover of Rs. 11.23 Crs in FY 18-19 in comparison to Rs 8.50 Crs in FY 17-18. The company additionally reported a growth of 34.58% on a consolidated basis with a turnover of Rs 21.21 Crs in FY 18-19 in comparison to Rs 15.76 Crs in FY 17-18.

Speaking about the company's financial growth and overall performance **Anil Palalla**, Whole Time Director, SMEL said: "Our USP - that is to carve out a digital media niche besides creating unique content across digital platforms and traditional media with a Pan south presence- has played a big role in our performance over the past months."

SMEL is associated with some of the biggest names in digital entertainment space, OTT platforms, social media, movies, music and the list goes on – Amazon Prime Video, Netflix, YouTube, Yahoo, Yupp TV, Viu, Spuul, Hungama, Facebook, Idea, Zee5 being some of them. The SMEL team has worked with producers of some of the biggest blockbusters to hit the Southern movie industry in recent times, including the likes of Baahubali, Rudramadevi, Shankar's I. Aagadu, Peruchazhi, Kali, Magalirattam, Gautamiputra Satakarni, Garuda Vega, Mahanati, Kathanayakudu, KGF, The Great Indian Escape Mahanayakudu, Devadas, Premier Padmini, ABCD, **Falaknuma Das** etc to name a few.

Having also taken up international projects of blockbusters such as **Disney's Captain Marvel and Avengers Endgame**, Silly Monks has established itself as a name to contend with in the Southern film market. Similar to the industry space it occupies, SMEL has a strong presence in the Indie music, event, sports & animation as well.

The SMEL YouTube platform currently includes a massive 680+ channels with a subscriber count of over 12 Mn, and together amassing over 14.11 Billion views, with a total watch time of approximately 35 Billion minutes till date. Every month we average more than 540 Mn views across all channels and around 2.2 Billion minutes watch time.

Unique content creation across digital platforms and traditional media:

SMEL was the first to create the first Telugu Prime Exclusive web-series – GangStars – proving to the audiences shown that they know their game and how to deliver. GangStars was the first regional series in Telugu to be featured on Amazon Prime Video starring Jagapathi Babu, Navdeep, Swetha Basu, Siddhu Jonnalagadda, Apoorva Arora, Posani Krishna Murali and Sivaji. It premiered in Hindi and Tamil on June 1st, 2018 along with Telugu.

Silly Monks has upped the ante by consolidating a virtual monopoly in the Deccani movie world where it is now an established behemoth to be contended with.

Creating pan-South presence for starters:

SMEL has offices in Hyderabad, Chennai and Kochi and recently added Bangalore and Mumbai to its growing list of locations for expansion. What started out as a small workplace of just 5 employees has now transformed into a bustling company with 160 employees. "Just like big goals start with small steps, it has to be appreciated that the concerted effort to do one better than



the last laurel is what drives the team at Silly Monks. And the results speak for themselves.” Sanjay stated.

Upcoming Ventures:

SMEL is the digital marketing partner for upcoming movies, KGF 2 and Yuvaratna (Kannada) as well as engaged in media productions for web series for OTT platforms to be released next year.

Verticals:

InAni media, a subsidiary of Silly Monks Entertainment, is engaged in creative animation and as a visual storytelling studio. InAni Media was born out of great passion for storytelling, art and Innovative technologies, bringing to life enchanting stories and lovable characters visually. With the latest in technical capabilities in their kitty, they continue to create a full suite of animation and CGI productions from concept design to final render. But what truly sets the team apart is the inherent passion for storytelling with the added bonus of having on board digital artists who are unique in areas of visual effects production, including concept art, modeling, animation.

