SUNSHINE PICTURES LIMITED

(Formerly Known as Sunshine Pictures Private Limited)

Date: 16th September, 2026

To,

BSE Limited
20th Floor, P.J. Towers
Dalal Street
Mumbai – 400001

Scrip Code : 544881

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400 051

Scrip Symbol: SUNSHINE

Subject: Investor Release.

Dear Sir / Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 enclosed herewith is a copy of the Investor Release dated 16th September, 2026 titled "Sunshine Pictures Limited Embarks on Next Growth Phase with Expanding Content Pipeline, Strong IP Portfolio and Multi-Platform Entertainment Strategy". The contents of the Investor Release give full details.

Kindly take the above information on your records.

Yours faithfully

For Sunshine Pictures Limited

Aryaman Shah
Whole-Time Director
DIN: 10738097

Encl. A/a

Sunshine Pictures Ltd

Sunshine Pictures Limited Embarks on Next Growth Phase with Expanding Content Pipeline, Strong IP Portfolio and Multi-Platform Entertainment Strategy

Mumbai, India – September 16, 2026: Sunshine Pictures Limited, is engaged in film production, distribution and content creation, is strengthening its position in the entertainment ecosystem through a diversified content portfolio, expanding project pipeline and a scalable business model designed to capture opportunities across theatrical, OTT, music and digital platforms.

With over two decades of experience in the media and entertainment industry, Sunshine Pictures has built a strong portfolio across feature films, television, web series and short-format content. The Company's portfolio includes successful projects such as The Kerala Story, Bastar, Force, Force 2, Holiday – A Soldier Is Never Off Duty, Commando franchise, Sanak, Humans and other entertainment properties across multiple formats.

Building a Sustainable Content Engine

Sunshine Pictures follows a differentiated production model combining standalone productions and co-production partnerships. Through standalone productions, the Company seeks to retain ownership of intellectual property, enabling monetisation through theatrical releases, OTT rights, music rights, sequels, remakes, regional adaptations and other downstream opportunities.

The Company also collaborates with reputed studios through co-production arrangements to optimise production risk while leveraging creative and distribution capabilities.

Commenting on the Company's performance and future outlook,
Mr. Vipul Amrutlal Shah, Chairman and Managing Director, Sunshine Pictures Limited, said,
"The first quarter of FY27 reflects the inherent nature of the media and entertainment industry, where revenues are typically non-linear and depend on the timing of content releases, theatrical performance and completion of licensing arrangements. A relatively moderate revenue performance in a particular quarter should not be viewed in isolation or as an indicator of the Company's annual growth trajectory."

"During Q1 FY27, a significant portion of our efforts were focused towards production activities, development of upcoming projects and strengthening our future content pipeline. As a result, revenue recognition during the quarter remained limited due to the project cycle timelines. Our focus continues to remain on creating high-quality content assets that have the potential to generate revenues across multiple platforms including theatres, OTT platforms, music and digital channels."

"Going forward, we remain confident about the growth opportunities ahead, supported by our expanding content slate, experienced creative team and diversified monetisation model. With upcoming projects in the pipeline and continued focus on intellectual property creation, we believe Sunshine Pictures is well positioned to participate in the evolving entertainment ecosystem and deliver sustainable growth over the long term."

Focus on Multi-Platform Monetisation

With changing consumer behaviour and increasing demand for differentiated storytelling, Sunshine Pictures is focused on developing content that can be monetised across theatrical, OTT, television, music and digital platforms.

The Company's strategy is centred around building a strong intellectual property library, maintaining production quality and leveraging technology-driven content creation capabilities to participate in emerging opportunities within the entertainment sector.

Disclaimer:

Certain statements in this document that are not historical facts are forward-looking statements.
Such forward-looking statements are based on current expectations, assumptions, and projections and are subject to certain risks and uncertainties, including government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update or revise these forward-looking statements to reflect subsequent events or circumstances, except as required under applicable laws.