

November 14, 2024

Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra Kurla Complex,
Mumbai-4000051

Scrip: THESL

Sub: Press Release

Ref: Information under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

Please find enclosed a Press Release on *'Launch of "Jelly Music" a YouTube music channel.*

Kindly arrange to disseminate and display the same on your Notice Board for the purpose of information.

Thanking You

Yours Faithfully

For Thinking Hats Entertainment Solutions Limited

GAURAV SINGHANI
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SINGHANIA
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Gaurav Singhania
Whole-time Director & CFO
DIN: 08868413

Launch of “Jelly Music” a YouTube music channel

Mumbai, November 14, 2024

Thinking Hats Entertainment Solutions Limited (NSE Emerge: THESL): We are delighted to announce that our new YouTube music channel ‘*Jelly Music*’ shall go live tomorrow November 15, 2024. Our Company has entered into an Agreement dated November 13, 2024, with Believe International Sarl (“Believe”) whereby Believe will be undertaking the distribution all the Recordings, Music Videos and Ancillary Material in relation to which our Company will own or control the exploitation rights during the Exclusive Distribution Period of 2 years from the date of the Agreement.

We believe that this will help our Company to expand its content and IP vertical and contribute to the growth story of the Company.

Disclaimer

This press release includes forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially. Such factors include, but are not limited to, changes in local and global economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products, our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.

About Thinking Hats Entertainment Solutions Limited

Thinking Hats Entertainment Solutions (THESL) is India's leading Entertainment and Experiential Marketing Company with a strong focus on Content Development, Intellectual Property Curation and Tech Centric Product Development. Our ‘Experience’ encompasses diverse spaces such as Film Production, Event Curation & Management, Content creation for Streaming platforms, Retail Visual Merchandising and more. Our ‘Agility’ is showcased in our roster of varied and distinguished clients who range from leading corporate entities such as the Tata Group including Westside and Zudio, Goldman Sachs, McDonalds and Uber to media brands like The Times of India, HT Media, Network 18 Media & Investments, Radio Mirchi and Fever Entertainment, to name a few of several. Our ‘Game-awareness’ is best seen in the leap we have taken from being specialists in event management to developing expertise in the growing field of content creation for online streaming platforms, namely OTT. For more information, log on to: <https://thes.in/>

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For more information please contact:

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