



Dated: 9th April, 2020

To,
Listing Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra-Kurla Complex,
Bandra (E), Mumbai -400051

Symbol TOUCHWOOD	ISIN - INE486Y01013	Series EQ
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Sub: Press Release

Dear Sir/Ma'am,

Pursuant to the Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015, we are enclosing herewith the Press Release issued by the Company, Touchwood Entertainment Ltd.

The Press Release will also be made available on the website of the Company www.touchwood.in.

This is for your information and records.

Thanking You
Yours faithfully,

For Touchwood Entertainment Ltd.

Sd/-

Ashima Arora
Company Secretary & Compliance Officer

Encl: As above

TOUCHWOOD ENTERTAINMENT LIMITED

CIN: L92199DL1997PLC088865 | ISO 9001 :2015 | UAM No. DL10F0009354

Reg. Office : Plot No. - 645, Near E.P.T. Block, Sarojini Nagar, New Delhi - 110023

Corporate Office : Thapar Farm-1, Opp. Shanti Kunj Main, Sector D-3 Church Mall Road, Vasant Kunj, New Delhi - 110070

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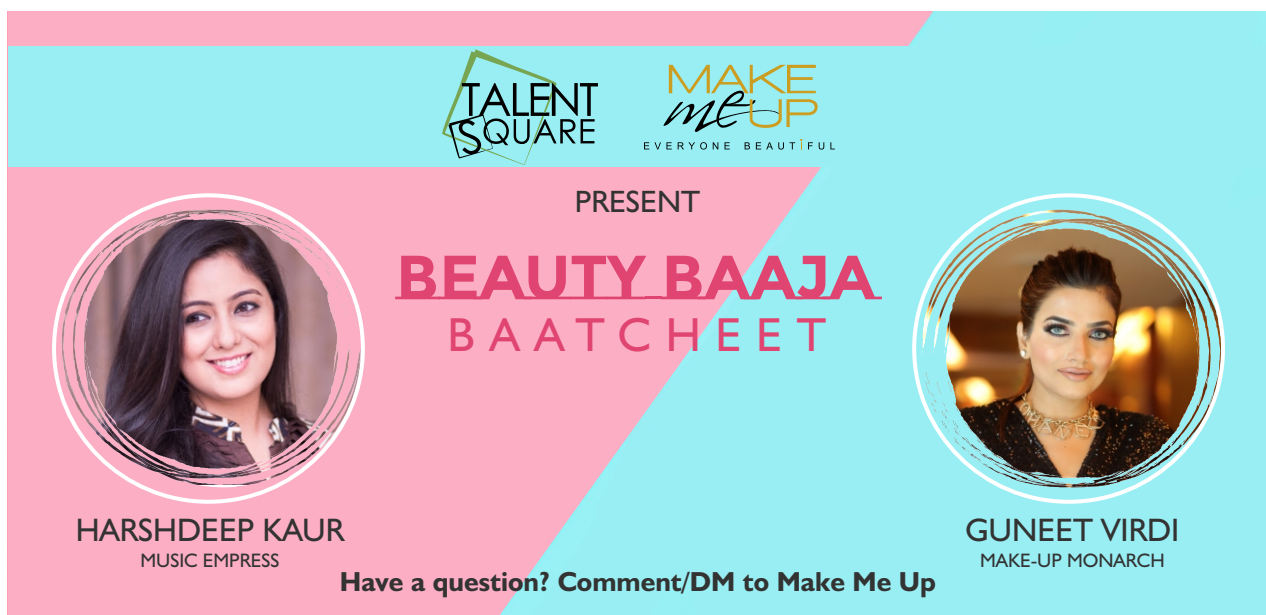
Touchwood Entertainment Limited

Touchwood's Digital Initiatives during COVID-19

New Delhi, April 9, 2020 – Touchwood Entertainment Limited (NSE: TOUCHWOOD), the only listed and leading event management company in India, announces number of digital initiatives undertaken to ensure and promote social distancing during lockdown due to COVID-19.

- **Beauty Baaja Baatcheet by Make Me Up**

Beauty Baaja Baatcheet is a virtual entertainment setup, initiated by India's biggest beauty platform Make Me Up and artist directorate Talent Square, both being a part of the Touchwood Group. This concept has brought various genres together, out in the open as Instagram Live chats. Fans from all over the world become a part of a platform wherein they receive access to the daily insights of their idols from the comfort of their own homes. It is overwhelming to watch a makeup artist and a singer exchange thoughts and give out answers to live questions. The first 'baatcheet' was hosted on 6th April 2020 at 10 PM (IST) and had 8,000 people hooked to their stars. The next edition will be coming this week with a surprise Musician and a renowned Makeup Artist. Commenting on the initiative, Kanika Arora Bablani, Associate Director, Make Me Up said "We are glad to be able to build a virtual platform that brings together the power of makeup and music. Fans can come forward and put out live questions, followed by an engaging contest about the artists. In these trying times of the lockdown, the aim is to spread peace in every possible way."



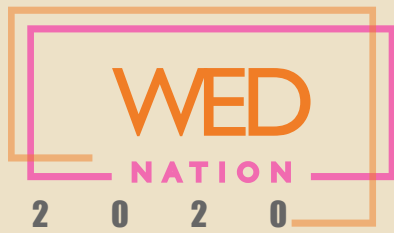
- **WedEd by Touchwood Wedding School**

WedEd, a virtual educational platform initiated by Touchwood Wedding School, unfolded insights of wedding as a career with the best of the fraternity enlightening young minds. Beginning with a series of live sessions, the industry experts and veterans, Mr Vijay Arora, Mr Roshan Abbas and Mr Rituraj Khanna imparted their knowledge and experience and also answered questions. The edition started on 7th April with Season 1 - Knowledge Flix with ten episodes. The first episode saw 600 participants in the knowledge session. On this initiative, Ms Sweetie Chauhan, Lead Touchwood Wedding School, said "WedEd Knowledge Flix will be focused on mentoring and guiding the young minds who are in pursuit of the next new thing and explore the endless career opportunities which the wedding industry offers. Insights on business topics like Career in Wedding Industry, The World of Decor, Freelancers to Ride or Run and likes of it will be imparted through these sessions". Look forward to more sessions coming soon.



- **Wed Nation**

Wed Nation, is an online wedding conference, by Touchwood Group in association with EVENTFAQS Media., Inventum Global and WedWise. This will be scheduled on 10th and 11th April 2020 from 11:00 am to 7:30 pm (IST) via Zoom. Wed Nation is a solution-seeking digital platform for wedding and event communities to discuss their visions, dreams, achievements, goals and a learning platform for the new age event managers. This initiative will build new business connections from around the world that will enable to propel brands globally and connect audiences with experts and influencers within the wedding and luxury event fraternity via online meetings and leverage the power of collaborations and industry insights



THE ONLINE WEDDING CONFERENCE 10TH - 11TH APRIL

THE ABSOLUTE ORATOR



VIJAY ARORA
Director
Touchwood Entertainment Ltd.



SABBAS JOSEPH
Founder /Director
Wizcraft International



RITURAJ KHANNA
CEO – Q Events



ROBERTA POMPEO
Thedifferenttwins by
Roberta Pompeo



DYANA DESSAR
Optimum Weddings



ANDREA HANUSOVA
Exclusive Weddings in Prague



IYAD RASBEY
Director – MICE
Ras Al Khaimah Tourism Board



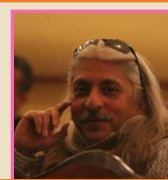
BUNYAT OZPAK
Co-founder
Inventum Global & IMWF



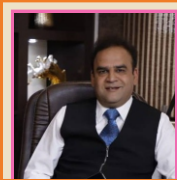
GAUTAM VEDI
Director
Aura By Gautam Vedi



SUMANT JAYAKRISHNAN
Ace Designer
Scenografia Sumant



SANJOY ROY
Co-founder & MD
Teamwork Arts
President - EEMA



RAJEEV JAIN
Director
Rashi Entertainment

The knowledge session details and the schedule on 10th and 11th April, 2020 are:

1. #FutureThink: Beyond COVID-19 by Mr Sabbas Joseph, Wizcraft International
2. DESIGN & EVER AFTER: Decoding the Way Forward by Vandana Mohan, The Wedding Design Company
3. Destination Europe: Emerging Europe and its opportunities by Wedding planners from Europe
4. Grow in Your Game: Learning new tricks of winning clients by Rituraj Khanna, Q -Events
5. How will we navigate from social distancing to social gatherings? by Mohamed Morani, Cineyug
6. Going bullish not foolish! by Rajeev Jain, Rashi Entertainment
7. A WIZ of all Time: Lifetime Experience of Viraf Sarkari, Founder & Director, Wizcraft International Entertainment
8. Preparing Destination (Middle East countries) for post corona days! by DMC's of UAE, Azerbaijan and Turkey
9. Digital transformation and new media post the COVID-19 era: by renowned columnist and author, Sourish Bhattacharya
10. Gujarat as a glorious Destination: by Jaydeep Mehta, True Events
11. Entertainment World - Possibly after COVID-19: by composer, singer Shankar Mahadevan and rapper Badshah Along with Nitin Arora and Tarasame Mittal, renowned names from entertainment industry

Commenting on the initiative, Mr. Vijay Arora, Whole-Time Director, said:

“At Touchwood, the health and safety of our stakeholders remains our number one priority. We are focused on following social distancing and adopting various measures as directed by the government to fight this pandemic that our country is facing. Though these trying times, we must ensure that we focus on business continuity. This will ensure we come out stronger when normalcy returns. Keeping this in mind, we have launched various initiatives to keep the public entertained, the aspirants of the wedding industry engaged and the wedding community in constant discussion for betterment of the industry. COVID-19 has been a bane to the industry, but it's 'better to light a candle than curse the darkness'.”

Touchwood at a Glance:

Headquartered in Delhi, Touchwood Entertainment Limited, established in 1997, specializes in a variety of event facilities, ranging from event planning & marketing to production and legal services for the events.

Touchwood is known for its larger than life, awe-inspiring setups and formats and completely personalized service to clients. It provides end-to-end solutions for all kinds of events – be it corporate, social or political. Touchwood team is comprised of 42 professionals with a fully developed and functional in-house production facility. It has a panel of skilled craftsmen and band of highly qualified designers add the extra edge to its deliverables.

For more information please contact:

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Safe Harbour:

This release contains statements that are “forward looking statements” including, but without limitation, statements relating to the implementation of strategic initiatives, and other statements relating to Touchwood’ future business developments and economic performance. While these forward-looking statements indicate our assessment and future expectations concerning the development of our business, a number of risks, uncertainties and other unknown factors could cause actual developments and results to differ materially from our expectations. These factors include, but are not limited to, general market, macro-economic, governmental and regulatory trends, movements in currency exchange and interest rates, competitive pressures, technological developments, changes in the financial conditions of third parties dealing with us, legislative developments, and other key factors that could affect our business and financial performance. Touchwood undertakes no obligation to publicly revise any forward-looking statements to reflect future / likely events or circumstances.