



Dated: 10th December, 2021

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

<i>Symbol- TOUCHWOOD</i>	<i>ISIN- INE486Y01013</i>	<i>Series- EQ</i>
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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 Limited.

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.



Ashima Arora
Company Secretary & Compliance Officer

Encl: As above

TOUCHWOOD ENTERTAINMENT LIMITED

CIN: L92199DL1997PLC088865 | ISO 9001 :2015 | UAM No. DL10F0009354
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Touchwood Entertainment Limited

Announces the release of India's first Digital Makeup Reality Web Series - MakeMeUp

New Delhi, India, December 10, 2021 – Touchwood Entertainment Ltd. (NSE: TOUCHWOOD), the leading event management company, proudly announces the release of **MakeMeUp**, a reality web series to find the Makeup Artist of the Year.

Overview:

MakeMeUp - is an initiative cultivated by the leadership of TOUCHWOOD ENTERTAINMENT LIMITED to create a community of professionals and aspiring Makeup Artists across the country.

Other than having a digital community on various Social Media channels, MakeMeUp also has an online platform for bookings of Salons, buying beauty and Makeup products and much more. Another initiative, School of Makeup is already underway with the first batch starting in January 2022. MakeMeUp now aspires to reach out to millions of people across the world with the release of India's first ever digital make up reality series across various OTT platforms.

MakeMeUp Web Series Highlights:

The MakeMeUp Web Series is a digital reality series looking to find the Makeup Artist of the Year. From thousands of entries, 16 contestants were finalised and after 10 challenges, 1 winner was announced. The Winner and runner up received a scholarship from the prestigious London School of Makeup.

The show also features prominent makeup artists as the Judges. Ms. Chandni Singh is the main judge throughout the show and each episode features a guest judge from the industry. Anu Kaushik, Guneet Viridi, Leena Bhushan, Kriti DS, Sahil Malhotra, Gomit Chopra, Iza Setia, Chandni Girdhar, Prateek Sachdeva and Param Sahib are all prominent names from the industry who are appearing on the show as guest judges.

The show is produced by Touchwood Entertainment Limited and is directed by Karun Punchhi. It has released on Hungama Play on the 10th of December 2021 and will be releasing on Hotstar soon.

Objective behind MakeMeUp Web Series

1. Global Recognition
2. Revenue Generation
3. Lead generation for our other initiatives- School of Makeup and E-Commerce Application
4. Marketing Strategy
5. Collaboration with many leading brands in terms of OTT platforms, Makeup brands & Artists etc.

Commenting on the show, Producer, Mr. Vijay Arora, said:

Makeup artists are a very dynamic and flourishing community and until recently there was no single platform to recognise their talent and flair. God makes beautiful people and Makeup artists are the ones who enhance their beauty. We at MakeMeUp want to create a platform where these talented artists can be rewarded and recognised. The show is a global platform we have created for aspiring Makeup artists to showcase their talent.

Commenting on the show, producer Ms. Kanika Bablani, said:

I can't bring myself to express the plethora of emotions I'm feeling right now! MakeMeUp the show aims at recognising the budding talent & providing for them a platform where they are recognised & credited! The show gives all aspiring MUA's an opportunity to showcase their skills to the world! Producing & conceptualising the show has been an incredible experience, lots of love to the entire cast & crew of the show!

Commenting on the show, Executive Producer, Ms. Tunvey Gogia, said:

MakeMeUp is a heartfelt and genuine effort to give an opportunity and a platform to young and upcoming Makeup artists and I was very excited and am very proud to be a part of this show. Season one was done under the cloud of the pandemic but nevertheless the entire team put up a great show and now I am really excited about season 2 of the show and we are already working towards creating a bigger and grander series.

XXX





SPECIAL THANKS
BHUSHAN KUMAR





ALSO AVAILABLE ON






















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 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.