

Balaji Telefilms Ltd

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industrial Estate,
New Link Road, Andheri (West), Mumbai 400 053
Tel: 40698000 Fax: 40698181/82/83
Website: www.balajitelefilms.com



Balaji Telefilms joins Indus Media to enter the American Television Market

MUMBAI, India, December 18, 2014-- India's leading television and film production company, Balaji Telefilms, has marked its foray into the American Television market by inking an American Television Series production deal with Indus Media. This deal will see Balaji secure rights to the TV series **Brown Nation**, a satirical comedy based on the lives of Indian Americans. This will be the first series under the new deal and is being planned for release in early 2015. Balaji has been scouting for collaborations with international players to produce content for various geographies across media platforms and this will be an important step to reach out to a diverse audience. Balaji Telefilms recently roped in media veteran Sameer Nair as the Group CEO to spearhead their expansion strategy and lead the way for the next level of growth by identifying unexplored avenues.

"India is at the centre of global limelight and the timing is right for us to create path breaking entertainment on an international stage. We look forward to this partnership to extend our creative success to newer horizons" says Ekta Kapoor, Joint Managing Director, Balaji Telefilms Limited.

"We are extremely pleased to join with Indus in producing this series' ", said Sameer Nair, Group CEO, Balaji Telefilms Limited. *"American sitcoms have influenced urban India and Indian youth across the globe. This will be a good opportunity for us to leverage our creative supremacy to enter a market not sufficiently fed with similar products."*

"We have been looking to enter India with our proposed entertainment fund and this fits in well with our India strategy. We are absolutely delighted to associate with Balaji Telefilms to fuel our growth." said Naveen Chathappuram, Founding Director, Indus Media.

Said Devarajan, Founding Director, Indus, *"I have had a long standing relationship with Balaji and this deal is a dream come true. We are very excited about our new creative and business partnership with Balaji and look forward to enhance value to all stakeholders."*

American television has always been popular with youngsters in India. Be it 'Friends', 'Two and Half men', 'Big Bang theory', 'How I Met Your Mother' and the like. On the other hand, Indian characters have become a permanent fixture on American television sitcoms, as well as in movies. One of the main reasons for this is the dramatic growth in the size of the Indian American community in the past two decades – Indian American population grew from 815,000 in 1990 to 4.50 million in 2013. Most successful shows launched in the past five years feature a prominent Indian actor: "The Office," "The Big Bang Theory," "30 Rock," "Chuck," and "Parks and Recreation".

Brown Nation, directed by Abi Varghese, is currently being shot in New Jersey and has Indian actor Shenaz Treasurywala playing one of the lead roles. The comedy series depicts the everyday lives of South Asians living in America. The target market for **Brown Nation** is 18-45 year old Americans and NRIs. Recent comedy series such as **The Office** and **Parks and Recreations** have skewed to these age segments while casting a strong, universal appeal to all age groups.

Indus Media recently announced its plans to launch a 50 million dollar entertainment fund to invest in films and television in American and South Indian market. With Balaji's successful run in the film business, there could be more areas of synergy between the two partners especially the growing South Indian film market.

About Balaji Telefilms Limited

Balaji Telefilms is India's leading integrated media conglomerate with market leadership in the motion picture and television content industries, among other entertainment-led businesses. It is the only studio with unqualified success in both films and television. Pioneering widely different genres of content across several distribution media, the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time.

The Company, under the stewardship of Ms. Shobha Kapoor and Ms. Ekta Kapoor, operates various prominent brands within its fold namely Balaji Telefilms – a production house synonymous with ground-breaking television content; Balaji Motion Pictures – a producer of large-scale feature films with the topmost industry talent; Alt Entertainment – a developer of commercial filmed content with alternate sensibilities.

For further details please contact:

Sanjay Dwivedi - **Chief Financial Officer (CFO)**

Balaji Telefilms Limited

Tel: +91 22 40698000

Fax: +91 22 40698181

Email: sanjay.dwivedi@balajitelefilms.com

Gavin Desa /Rabindra Basu

CitigateDeweRogerson

Tel: +91 22 6645 1237 / 1248

Fax: +91 22 6645 1200

Email: gavin@cdr-india.com

rabindra@cdr-india.com

Safe Harbor:

Certain statements in this update concerning our future growth prospects are forward looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The achievement of such results is subject to risks, uncertainties and even inaccurate assumptions. Readers may please take a note of this.