

Balaji Telefilms Ltd.



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Balaji Telefilms Ltd. announces appointment of Mr. Nachiket Pantvaidya as CEO of ALT Digital Media Entertainment Ltd.

Strengthens ALT Digital team through appointments of highly talented professionals with extensive domain expertise

Mumbai, India, December 1, 2015 -- India's leading television and film production company, Balaji Telefilms Ltd, today announced the appointment of Mr. Nachiket Pantvaidya as the Chief Executive Officer of ALT Digital Media Entertainment Ltd. (Alt Digital), a wholly owned subsidiary of Balaji Telefilms Ltd.. ALT Digital was announced earlier this year as part of the Group's strategic intent to extend Balaji's creative expertise to the digital domain by developing on-demand, original, edgy and contemporary content for digital audiences globally.

At ALT Digital, Nachiket will have P&L responsibility of the company's operations spanning Content, Marketing, Distribution and Revenues as the company gears up to launch its services in 2016.

In his earlier assignment, Nachiket was Business Head of Sony Entertainment Television. He was also the Business Head of Star Plus and held several roles in the Star TV network, including Head of Star Pravah and Managing Director of Fox Television Studios. An IIM-Ahmedabad alumnus, he has also held key management roles in BBC and Disney.

Commenting on his appointment, Ms. Ekta Kapoor, Joint Managing Director, Balaji Telefilms Ltd. said, *"We are pleased to welcome Nachiket to the Balaji family. These are exciting times as Balaji takes a leap onto the digital landscape with ALT Digital -- a significant milestone in our growth story. We are most excited as Nachiket brings along not only a rich expanse of industry experience but also new energy and dynamic execution skills to lead our new venture and build a strong and valuable B2C brand."*

Commenting on his appointment, Mr. Sameer Nair, Group Chief Executive Officer, Balaji Telefilms Ltd. said, *"Nachiket shares our passion for entertainment, has extensive operational experience and brings with him an excellent understanding of the entertainment ecosystem as well as the transformation it is rapidly undergoing. I am confident that supported by a team that is amongst the best in the industry, ALT Digital is on course towards creating its own differentiated position as a leading digital entertainment content creator and distributor in India for global audiences. We look forward to working together, bringing our individual & collective strengths and expertise to the business and creating greater value for our shareholders."*

Mr. Nachiket Pantvaidya, CEO, ALT Digital Media Entertainment Ltd. said, *"I am delighted to be leading ALT Digital at a time when a tremendous mobile, video and ecommerce revolution is underway and media consumption across the globe is increasingly taking place in digital formats. The increase in the number of devices capable of supporting digital media along with increasing Internet access speed has provided consumers with an option to access the media content of choice - be it information, entertainment or social activity anytime, and anywhere. Against this backdrop, the opportunity to leverage Balaji Telefilms' creative sensibilities as India's leading production studio, to a new digital arena is most exciting. We will move from a conventional "one size fits all" approach to a more evolved and targeted approach to marketing and creating unique and differentiated content."*

ALT Digital Strengthens Its Digital Team

ALT Digital has been actively ramping up its capabilities over the past 9 months and has already assembled a formidable team in Mumbai by making a number of key appointments.

Mr. Sameer Nair added, *“We are fortunate to have built one of the most talented digital teams in the country and we are planning to grow rapidly over the next few months. At the core of ALT Digital are its people. Nachiket joins Sunil Nair, Ashish Bhansali, Joyce Andrade, Sudarshan Kadam and Meenakshi Mediratta among others.”*

Mr. Sunil Nair is COO at ALT Digital. He is one of the veterans of the Indian VOD space having setup the first online video distribution platform called Nautanki.tv which was acquired by Hungama digital. His current role entails building India's first pure play original VOD platform and establishing a distribution network for the same. He was earlier with One Channel Media LLC. and has previously worked at Reliance Jio and Star India among others with a combined professional experience of about 15 years in the digital industry. He jointly holds a process patent for virtual stock trading platform for early stage ventures. He has mentored several start-ups like OkListen, The Roobin Project, OnceuponAtime, GroupGames and is active in the startup circles as an advisor. He has written several books and is an occasional columnist and contributing blogger to business sites like Trak.in. Sunil received a Masters Degree in Management Sciences from the University of Pune and is a Certified systems analyst from National Computing Centre, UK.

A B.Tech from IIT Bombay, Mr. **Ashish Bhansali** has been responsible for leading digital technology products in corporates as well as start-ups including Starplayer, Bigflix, Eemli.com and Clapshare before taking up his new role as **Product Head at ALT Digital**. He has worked on core technology areas around video delivery, connected devices, payment systems and ecommerce platforms. Ashish is active in the startup scene in Mumbai helping early stage companies define product roadmaps.

Mr. Sudarshan Kadam is Head, Alliance and Partnerships at Alt Digital and has over 13 years of experience in business development, content acquisition and digital distribution of games, news and VOD content. He has partnered with major brands like Samsung, Micromax and Airtel, Idea and Reliance Communication to setup distribution channels for content in his past roles. He has held senior roles in companies like Reliance Jio, Walt Disney and Next Education Pvt. Ltd.

Ms. Meenakshi Mediratta, is a Digital media professional with over 12 years of work experience in developing media and brand solutions, She has spent around 9 years in Mindshare working across categories like FMCG, Airline, Financial Services and Telecom on brands like Idea, Castrol, Kellogs, Pepsico, Lufthansa, Amex, Nestle and Godrej. She specialises in devising a brand's digital roadmap, and delivering key KPIs. She has worked with McCann Eriksson and WebChutney in the past. Meenakshi **heads the Digital Marketing team at ALT Digital**.

Ms. Joyce Andrade has 5+ years of experience in content and delivery operations, project management, product operation across all connected platforms and Customer experience / relationship management both offline and online. She has worked with digital media companies like Star India (Indya/MyStar), Zee Entertainment (Ditto TV) and Spuul. She has managed product integrations into Telcos and has expertise in content metadata processes across various Video CMS like Ooyala, MediaMaker, Brightcove, and Siemens. In her current capacity she will be responsible for **Content, Product and Ad operations and CRM of ALT Digital**.

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



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success in both films and television. Pioneering widely different genres of content the Company has completely aligned its brand architecture to reflect the far-reaching changes of our time. The Company, under the stewardship of Mrs. 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. In recent years, the company has infused new professional management bandwidth into its DNA and is now poised to make a strategic foray into the Digital B2C entertainment category with Alt Digital Media.

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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.