



Date: - 15.04.2024

To, The Listing Compliance <b>NATIONAL STOCK EXCHANGE OF INDIA LTD.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051  <b>NSE SYMBOL: BTML</b>	To, Manager Department of Corporate Services, <b>BSE LIMITED</b> P. J. Towers, Dalal Street, Mumbai – 400 001.  <b>BSE SCRIP: 543767</b>
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**Sub: BTML Foray into the growing Bhojpuri content market.**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ("SEBI Listing Regulations"), BTML has issued a press release titled

'BODHITREE MULTIMEDIA FORAYS INTO THE GROWING BHOJPURI CONTENT MARKET SEALS PARTNERSHIP WITH MJ CREATIVE STUDIO'

The details of the press release is given in the annexure attached with this disclosure.

The above is for your information and dissemination

Thanking you

**For and on behalf of the Board of the Directors of  
BODHI TREE MULTIMEDIA LIMITED**

**MAUTIK AJIT TOLIA  
MANAGING DIRECTOR  
DIN: 06586383**



**BODHI TREE MULTIMEDIA LIMITED**

507,5<sup>th</sup> Floor, Reliable Business Center Commercial Premises Co Op Soc Ltd, Anand Nagar, Opp Heera Panna Shopping Center, Oshiwara, Jogeshwari (W), Mumbai- 400102 Tel.: 022 3512 9058 Email: [info@bodhitreemultimedia.com](mailto:info@bodhitreemultimedia.com) [www.bodhitreemultimedia.com](http://www.bodhitreemultimedia.com)

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## ANNEXURE 1

### **BODHITREE MULTIMEDIA FORAYS INTO THE GROWING BHOJPURI CONTENT MARKET SEALS PARTNERSHIP WITH MJ CREATIVE STUDIO**

After an extremely successful run in Television and OTT with acclaimed and commercially successful shows such as Class (Netflix) and Main Hoon Aparajita (Zee), BTML is now foraying into the content creation vertical of Bhojpuri content. With growing market for content, BTML will work towards scaling up this vertical.

India's media and entertainment industry has revived to pre-Covid levels and is expected to grow to \$55-70 billion by 2030 at 10-12 per cent CAGR, according to a report released by BCG-CII. The growth will be driven mainly by the regional content.

The company **has formed a partnership with Manish Jain and Ved Prakash Tiwari who have produced 500+ hours of content in various capacities.** They will work closely with BTML team to develop & create a wide-ranging slate for films, television, events and OTT.

**BTML Founder and Managing Director Mautik Tolia on this development said** "BTML aims to cater to the growing & ever increasing demand for Bhojpuri content. Presently audiences are exposed to wide variety of shows & movies. So the expectation bar on the quality is getting higher and higher each day. BTML aims to bridge that working with the top creators in the industry.

Bodhitree Multimedia Ltd is a leading production house in India, known for producing critically acclaimed and commercially successful films across a range of genres. The company has earned a reputation as one of the most exciting and dynamic film production companies in the industry and serving as a platform for launching new talents. They have worked on over 30 shows for TV and OTT in multiple genres and different languages.

#### **About Bodhi Tree Multimedia Ltd ([www.bodhitreemultimedia.com](http://www.bodhitreemultimedia.com))**

Incorporated in 2013, BTML is primarily engaged in content production for television, films and other digital platforms. The business operates in 3 key segments that are TV - Hindi General Entertainment Channels (GECs), Digital Platforms (OTT), and Regional shows in multiple languages. The company produces big or small films, TV serials for various TV channels in India and abroad. The company has produced shows across multiple languages - Hindi, Tamil, Marathi, Gujarati and Bengali. Shows encompass all genres - drama, thriller, horror, comedy and lifestyle. It has produced a robust line up of more than 30 shows since its inception across most major broadcasters and OTT platforms. It has produced more than 1500+ hours of content on Television and OTT and works with 10+ broadcasters / OTT platforms.



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