



Shalimar Productions Limited

Date: 03-08-2021

To,
The Manager,
BSE Limited,
Corporate Relationship Department,
1st Floor, New Trading Ring, Rotunda Bldg,
P.J. Towers, Dalal Street, Mumbai - 400 001

BSE Scrip ID - SHALPRO
BSE Scrip Code - 512499

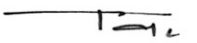
Subject: **PRESS RELEASE - ANNOUNCING COMPANY'S OTT PLATFORM
"NJOYMAX"**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI LODR (Listing Obligation & Disclosure Requirements) Regulations, please find attached the Press Release on the captioned subject, contents of which are self-explanatory.

This is for the information of members through the exchange.

Thank you & regards,
For SHALIMAR PRODUCTIONS LTD,


Tifokchand Kothari
Director



Shalimar Productions Ltd announces “NJOYMAX” OTT app

Shalimar Productions Ltd is pleased to soon launch its OTT platform - “NJOYMAX”. Through this platform, we look to bring a variety of family-friendly mainstream & regional media content directly to the consumers. We have exciting plans for **NJOYMAX** as a platform for secure content delivery as well as have chalked out plans to include off-beat, multi-lingual, mythological & experiential media content for consumers to directly experience.

Initially the application will be available only on Android mobile devices & tablets. The development of a Web-browser based platform for **NJOYMAX** is also underway & it will be introduced shortly after the Android app’s Launch. **NJOYMAX** app will further come to iOS later this year.



The Company will initially tie up with vendors for media content for its App & plans to grow its content library gradually. While the Company library is being expanded & curated, **NJOYMAX** will be available **Completely Free of Cost for a Limited Time**.

India is currently the fastest growing OTT market in the world. Video on demand through OTT is expected to replace the traditional platforms, namely radio, cable, cinemas & theatres. The current pandemic situation has only accelerated the disruption & made the process achievable rather sooner. In a study by RBSA Advisors, Indian OTT space is expected to grow manifold to \$12.5 bn by 2030, from the current size of \$1.5 bn. We are targeting the Indian language speaking populace from Tier 2, Tier 3 & Tier 4 cities which are expected to drive the next growth in the OTT landscape.



For Further Enquiries

Email: Contact (at) shalimarpro.com

SHALIMAR PRODUCTIONS LTD

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