Date: 06.11.2019

| The Secretary, | The Secretary, |
| BSE Limited | Calcutta Stock Exchange |
| Phiroze Jeejeebhoy Towers, | 7, Lyons Range, |
| Dalal Street, Fort, | Kolkata — 700 001. |
| Mumbai — 400 001. | |

Scrip Code: 538789  Code: 10012589

Reg: Notice for Board Meeting - Newspaper Publication

Pursuant to Regulation 30 read with Part-A of Schedule-III of Securities & Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company has published the Notice of the Board Meeting to be held on Thursday, the 14th day of November, 2019 in the newspapers viz Business Standard in English and Arthik Lipi in Bengali on 06.11.2019, inter alia, to consider and approve the standalone Un-audited financial results of the Company for the quarter and half year ended 30th September, 2019.

Scanned copies of Notices of the Board Meeting as published are enclosed.

Please inform the same to all the concerned.

Thanking You,

Yours faithfully,

For Budge Budge Company Limited

[Signature]

Danveer Singhi
Company Secretary & Compliance Officer

Encl: As above
Avengers, The Lion King perfect the mass pitch

Disney rides the superhero franchise two years in a row while Hollywood accounts for a quarter of 2019 domestic box office collections

SOHINI DAS
MUMBAI, 5 NOVEMBER

It has been the year for talking lions and caped heroes, for American studios, at the Indian box office. Aided by the growing fan base for superhero franchises and the ageless appeal of the Lion King, Hollywood movies have drawn a vast number of people to the cinemas in 2019, even as the multilingual formula for Indian releases has helped studios expand their influence beyond premium, urban pockets.

For the period between January and October, the Hollywood score at the Indian box office is Rs 4,083.2 crore, which is 24 per cent of the total collections during the period. Hindi and English movies together made Rs 4,531.8 crore at the box office during the first half of 2019.

This is the second good year in a row for Hollywood — it made close to Rs 775 crore or around 17.5 per cent of the total box office collection in 2018 and this year it has raised the game further. For Disney, the Avengers franchise has been its trump card, hitting the top of the charts for two years in a row.

In 2018, Avengers: Infinity War was the highest Hollywood grosser (Rs 2,743 crore) and in 2019, the franchise pulled an even bigger victory, with Endgame making Rs 3,755.22 crore. Bikram Duggal, head, Studio Entertainment, Disney India said, "At the forefront of the revolution is Marvel. If you look at the Number 1 film in India this year, across Bollywood and other regional film industries, it is Avengers: Endgame. Marvel story-telling has universal appeal."

Endgame collects more than Bollywood blockbusters such as Uri-The Surgical Strike (Rs 2,456.36 crore) and even War (Rs 3,145.77 crore), which is still running at the theatres. Of course any comparison between the movies comes with a caveat, the budgets are incomparable.

It is not just Marvel that is making hay as the superhero sun shines over Indian audiences, other franchises such as The Conjuring series and related spin-offs such as the Annabelle series are raking it in too. The Nun (a spin-off of The Conjuring Universe that released in 2018) made Rs 1,464.46 crore in India and this year, Annabelle Comes Home from the same family made Rs 30.08 crore. Even DC franchise films such as the Joker have made Rs 25.4 crore this year, in line with Hollywood bigger hits such as Indu video song Hai Kyaa (Rs 58.33 crore) and Article 15 (Rs 1,965.65 crore).

Duggal believes that while Hollywood super run in the country is because it is setting aside big budgets to create a local pull for their global releases. As Duggal explains they are getting top notch talent to create a product specifically for Indian audiences. It makes eminent business sense to do that as, for Disney, for films such as Lion King or Endgame, more than half the total audience is not seeing the film in English. "This has given us the impetus to go all out and get the best talent to create these products, Shah Rukh Khan as Mufasa in The Lion King or Aryan Khan as Simba. It is no longer a tactical move, but an important strategic initiative. We are localising the product in a way that a person who walks into the theatre feels that this product was specifically created for me," Duggal said.

The strategy for the Hollywood studios has been to tap into the emotional connect that audiences have with global franchises and use marketing and merchandising to build contextual relevance. Localisation also helps this "relatability." Eighteen years back, a Hollywood movie would release in English and only a certain section of the society would watch it. Now that section itself has also become mass enough. Even an English release of a Marvel film is watched by millions' hands.

Localisation is more than just releasing the movie in many languages. Studios are setting aside big budgets to create a local pull for their global releases. As Duggal explains they are getting top notch talent. For the strategy for the Hollywood studios has been to tap into the emotional connect that audiences have with global franchises and use marketing and merchandising to build contextual relevance. The marketing efforts are more than just dubbed versions of the original storyline. Endgame, for instance, had AR Rahman crooning its promotional anthem. Hollywood, it would seem, is finally tuning in to what Indian audiences want.
NOTICE

NOTICE is hereby given that pursuant to Regulations 26(1)(a) and 47(1)(a) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, a Meeting of the Board of Directors of the Company will be held at the Registered Office of the Company at 16A, Brabourne Road, 5th Floor, Kolkata 700001 on Thursday, the 21st November, 2019 at 03:00 P.M. to consider and approve the Un-Audited Financial Results for the quarter ended on 30th September, 2019 and the half year ended on 30th September, 2019.

The Notice is also available on the website of the Company at www.handleClick.com and website of Stock Exchanges at www.bseindia.com and www.nseindia.com.

Date: 04.11.2019

Company Secretary

PRATAP HOLDINGS LIMITED

For Kanoria Securities & Financial Services Limited

Karahat, West Bengal, 06th November, 2019

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