

# Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries  
New Link Road, Andheri (West), Mumbai - 400 053.

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CIN No.: L99999MH1994PLC082802



November 14, 2024

**BSE Limited.**

Phiroze Jeejeebhoy Towers,

Dalal Street,

Mumbai - 400 001

**Stock Code: 532382**

**National Stock Exchange of India Ltd.**

“Exchange Plaza”,

Bandra-Kurla Complex, Bandra (East),

Mumbai – 400 051

**Stock Code: BALAJITELE**

**Sub: Press Release**

Dear Sir/Madam,

Please find enclosed Press Release dated November 14, 2024 titled “**Changes in Leadership positions – Mr. Sanjay Dwivedi to take helm as the Group CEO; Mr. Vimal Doshi promoted as the COO – Motion Pictures**” which is being issued by the Company.

You are requested to take the same on your record.

Thanking you,

Yours Faithfully,

**For Balaji Telefilms Limited**

**Tannu Sharma**

**Company Secretary**

*Encl: a/a*

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## **Changes in Leadership positions – Mr. Sanjay Dwivedi to take helm as the Group CEO; Mr. Vimal Doshi promoted as the COO – Motion Pictures**

**Mumbai, November 14, 2024:** Balaji Telefilms, the Entertainment conglomerate, announced the elevation of Mr. Sanjay Dwivedi, currently designated as the Group COO and Group CFO, as the Group Chief Executive Officer (Group CEO), in addition to his current role as the Group CFO. Further, Mr. Vimal Doshi, currently EVP Distribution & Syndication – Balaji Motion Pictures, has been promoted as the COO - Motion Pictures.

Sanjay is a seasoned professional with about 30 years of experience spanning Media & Entertainment and FMCG sectors. His journey at Balaji group began in January 2013 with his role as the Chief Financial Officer of Balaji Telefilms Limited. As a part of the core management team, he has been instrumental in driving operations for steering the financial performance of the Company. He works closely with Managing Director, Joint Managing Director and the Board. During his outstanding professional journey with the Group, he has led the fund-raising activities; obtained sanction from private banks for business initiatives; saved substantial amount in tax benefits for the Group through several initiatives, including clearing of old tax claims against the Company; and manages treasury corpus, in addition to other tasks as assigned from time-to-time.

Prior to joining Balaji, he has held senior management positions at Nimbus Communications Ltd. and Entertainment Network India Limited (Radio Mirchi, part of the Times Group). He has earlier worked with GlaxoSmithKline Pharmaceuticals (India) Limited and Tata Steel in the finance functions.

In the position of Group CEO and Group CFO, Mr. Dwivedi will be responsible for the overall growth and success of the group, will lead the company's operational strategies, and will continue to head the finance function.

As regards Vimal's appointment as the COO – Motion Pictures, he will be entrusted with the entire operations of the movie division for existing films, new film project development, marketing operations, distribution and syndication. As in his previous role, he will continue to head revenue for distribution and syndication of films.

Vimal has a total work experience working in the film industry of about 26 years. He has been with the Balaji Group for over a decade. He joined Balaji in 2007 as Assistant Manager for theatrical distribution and has distributed several films for Balaji since more than a decade. He currently heads the theatrical distribution team. Additionally, since 2015, he has been heading all sales for films. He has done slate deals with major OTTs, Music Labels and Satellite players like Netflix, Tips, SaReGaMa etc. and has scripted and maintained strategic partnership with

media behemoth, Zee. In last 3 years, Vimal has also looked into various Co-Productions and actively manages relationship with co-producers and talents.

Commenting on changes in leadership team, **Mrs. Shobha Kapoor, Managing Director**, Balaji Telefilms said *“I am delighted that Sanjay has been promoted as the CEO of the Company. His exceptional leadership track record, deep strategic expertise, profound experience in the M&E sector and overall understanding of our business makes him an excellent fit for leading the Group as the CEO and setting higher standards.*

*We are also excited to elevate Vimal as the COO – Motion Pictures to lead our Films division. With exciting movies in pipeline, his extensive experience and visionary approach will foster our growth in the entertainment industry.*

*Sanjay and Vimal have been with Balaji Group for over decades and under their leadership and guidance, I am confident that the Company will achieve new milestones and add value for all our stakeholders.”*

### **About Balaji Telefilms Limited:**

Balaji Telefilms is amongst India’s leading entertainment companies operating across television, movie and digital content production. The Company, under the stewardship of Mrs. Shobha Kapoor and Ms. Ektaa R Kapoor, enjoys market leadership in the television content industry for over two decades with an exemplary track record for content creation across genres and target groups.

Balaji Telefilms is a household name which has produced some of the best television serials in the country including the famous K Series of daily soaps such as Kyunki Saas Bhi Kabhi Bahu Thi, Kahaani Ghar Ghar Ki, Kasauti Zindagi Kay etc. More recently it has created an extremely successful mystical fantasy series of Naagin 1 to Naagin 6, paving the way for weekend fiction-based programming. Amongst our current slate, Kundali Bhagya, Kumkum Bhagya, Bhagya Lakshmi and Yeh Hai Chahatein are counted amongst the best TV shows in India today.

Over the years the Company through its movies business has also demonstrated success in pioneering the production of differentiated cinematic content across different genres. The Company has been involved in creating a number of commercial as well as critically acclaimed movies such as The Dirty Picture, LSD, Once Upon a Time in Mumbai, Ek Villain, Udtaa Punjab, Veere Di Wedding, Dream Girl, Freddy, Kathal, Dream Girl 2, Crew and LSD 2, The Buckingham Murders.

Balaji Telefilms’ foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of the production house. Serving as a multi-device subscription Video on Demand (SVOD) Platform, ALT Digital’s offerings include premium, disruptive content and original series across genres, that audiences can watch at their convenience. With originality, courage and relentlessness at its core, ALT Digital’s content stands out for being non conformist and inclusive. ALT Digital is here to set new standards and benchmarks in giving digitally-first audiences an alternate content platform.

### **For further queries please contact:**

Ms. Tannu Sharma (Group Head- Secretarial)

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