



Shalimar Productions Limited

16th January, 2025

BSE Limited
Corporate Services Department,
Dalal Street, Fort
Mumbai – 400001.

Ref: Scrip ID: - SHALPRO Scrip Code:- 512499

Sub: Updates on Launch of NJOYMAX OTT

Dear Sir/Madam,

Pursuant to the subject matter, we are pleased to inform you that the NJOYMAX OTT app is scheduled to launch on the Google Play Store at 00:00 hours Indian Standard Time (IST) on January 21, 2025.

To address investor concerns, we wish to clarify that the application was soft-launched on the Play Store for technical trials. During this period, the final content remained unavailable to ensure thorough testing and quality checks. Users who subscribe now will gain access to the complete and final version of the NJOYMAX OTT app upon its official launch on January 21, 2025.

We appreciate the patience and support of our stakeholders and remain committed to providing a seamless and enriching OTT experience for our users.

Thanking You,

Yours Faithfully,

FOR SHALIMAR PRODUCTIONS LIMITED

Tilokchand Kothari
Director
DIN: 00413627