



KELLTON TECH SOLUTIONS LIMITED.

Hyderabad, October 10, 2020

To

The General Manager, Listing Department, Bombay Stock Exchange Limited, 1 st Floor, New Trading Wing, Rotunda Building, P.J. Towers, Dalal Street Fort, Mumbai-400001	The Manager, Listing Department, National Stock Exchange of India Ltd, Exchange Plaza, Bandra Kurla Complex, Bandra (East), Mumbai – 400051
Scrip Code: 519602	Scrip Code: KELLTONTEC

Dear Sir/Madam,

Sub: ZEE5 Partners with Kellton Tech to Shift from Legacy to Hyper-Scalable, Cloud-Native CMS

We are pleased to announce that Kellton Tech has been chosen by ZEE5, India's Entertainment Super-app, to build a next-generation, cloud-native content management system (CMS) that delivers relevant, real-time content experiences across all constituents of business.

The contents of the press release for the same are enclosed herewith.

Kindly take the above information on record and acknowledge.

Thanking You

for Kellton Tech Solutions Limited

Sd/-

Krishna Chintam

Director

DIN: 01658145



KELLTON TECH

ZEE5 Partners with Kellton Tech to Shift from Legacy to Hyper-Scalable, Cloud-Native CMS

Gurugram–India, October 10, 2020: Kellton Tech (BSE&NSE: KELLTONTEC), a global leader in digital transformation and integration, announced that it has been chosen by ZEE5, India’s Entertainment Super-app, to build a next-generation, cloud-native content management system (CMS) that delivers relevant, real-time content experiences across all constituents of business.

As a strategic digital partner, Kellton Tech will blend automation with smart cloud capabilities to build a hyper-scalable content management system that facilitates the capture, aggregation, management, and record of information faster and more conveniently through a plug-and-play approach. The new CMS will be built on a foundation of self-learning, analytical technologies to enable personalized content recommendations and delivery for boosting viewer engagement and maximizing the value of subscription-based revenue constantly.

Karanjit Singh, CEO – Kellton Tech India, said:

“Our collaboration with ZEE5 marks the beginning of an important collaborative milestone for Kellton Tech. This is a huge opportunity for us to showcase our forward-looking digital capabilities and deploy our bespoke integrated planning approaches. This project, powered by new-age digital technologies, will provide access to relevant insights and help ZEE5 gain operational efficiency, resulting in faster creation, moderation, and dissemination of content. We look forward to creating long-lasting value for ZEE5 and supporting its growth momentum.”

Rajneel Kumar, Business Head - Expansion Projects & Head Products at ZEE5 India, said:

“ZEE5 is a classic consumer first brand and it takes the best of content, data and cutting-edge technology to delight users on the go. Our partnership with Kellton Tech is one such strategic step taken towards optimizing the platform capabilities to stay relevant, facilitate greater user engagement, conversion, and retention. We are committed to invest aggressively in technology that enables us to deliver a superlative content viewing experience for our audiences anytime, anywhere.”

About Kellton Tech Solutions

Kellton Tech is a 'Born Digital' technology consulting and services company founded on the belief of 'Infinite Possibilities with Technology.' The company has helped startups to Fortune 500 clients build disruptive Digital Transformation solutions and leverage technology as a competitive differentiator for their businesses. Driven by deep domain knowledge and technology expertise, Kellton Tech adds value to client relationships by being a Trusted Partner. A rapidly growing company, Kellton Tech has been placed four times on the Deloitte Technology Fast 50 India list and has been recognized by Forbes Asia as one among the Top 200 companies in 'Best under a Billion' 2017 List. With operations across the US, Europe, India, and Asia-Pacific, the team of 1500 dedicated Kelltonites is consistently on the lookout for the next competitive advantage. Please visit our website www.kelltontech.com.

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About ZEE5:

ZEE5 is the digital entertainment destination launched by Zee Entertainment Enterprises Limited (ZEEL), a global Media and Entertainment powerhouse. With content across 12 languages like English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati & Punjabi, ZEE5 is home to 1.25 lakh hours of On Demand Content and 100+ live TV channels. The platform brings together the best of Originals, Indian and International Movies and TV Shows, Music, Kids content, Cineplays, Live TV and Health and Lifestyle content all in one single destination. ZEE5 offers ground breaking features like 11 navigational languages, content download option, seamless video playback and Voice Search.

Follow ZEE5 on [Facebook.com/ZEE5Premium](https://www.facebook.com/ZEE5Premium), [Twitter.com/ZEE5Premium](https://twitter.com/ZEE5Premium), [Instagram.com/ZEE5Premium](https://www.instagram.com/ZEE5Premium)

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Note: Except for the historical information and discussion contained herein, statements included in this release may constitute forward-looking statements. These statements involve several risks and uncertainties that could cause actual results to differ materially from those projected by these forward-looking statements. These risks and uncertainties include, but are not limited to such factors as competition, growth, pricing environment, recruitment and retention, technology, wage inflation, law, and regulatory policies, etc. Such risks and uncertainties are detailed in the Annual Report of the company, which is available on the website www.kelltontech.com. Kellton Tech Solutions Ltd. undertakes no obligation to update forward-looking statements to reflect events or circumstances after the date thereof.