

To National Stock Exchange of India Limited Exchange Plaza Bandra – Reclamation Bandra Kurla Complex, Bandra (E) Mumbai -400 051	To BSE Limited, Floor No.25, P J Towers, Dalal Street, Mumbai-400 001
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Sir / Madam,

Ref: Security Code: 532826/ RAJTV EQ/ Type of Security Equity.

Sub: Raj Television Network launches digital content platform RAJ DIGITAL TV -OTT

Raj Television Network (RAJTV) One of the pioneer Private Commercial Television Broadcaster FROM South India Tamil Nadu, with evergreen library of Tamil, Telugu and other language movies and content, forayed into the subscription-based video-on-demand market with the launch of RAJ DIGITAL TV. Like the other subscription services, this one is also available on Android, iOS and the web. AIRTEL IQ is the technology partner to RAJ DIGITAL TV OTT and the OTT was built by Airtel IQ itself and also the backend support is provided by Airtel IQ with enhanced Technology. RAJ DIGITAL TV offers a collection of over 1000 movies plus IN Tamil language, music videos, TV shows, and live TV in the 4 south Indian languages such as Tamil, Telugu, Kannada, and Malayalam apart from other languages. A copy of the press release is enclosed along with this letter.

Thanking you
Yours truly,
For Raj Television Network Limited,

Company Secretary & Compliance Officer,
(Joseph Cheriyan-FCS 9586)
+91 9500141111

Raj Television Network Limited

CIN : L92490TN1994PLC027709

Regd. Off / Head Off : No.32, Poes Road 2nd Street, Teynampet, Chennai - 600 018. Tamil Nadu, India.

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RAJTV NETWORK ENTERS DIGITAL OTT SPACE WITH THE LAUNCH OF RAJDIGITALTV APP

Press release:-

Raj Television Network (RAJTV) One of the pioneer Private Commercial Television Broadcaster with evergreen library of Tamil, Telugu and other language movies and content, forayed into the subscription-based video-on-demand market with the launch of RAJ DIGITAL TV. Like the other subscription services, this one is also available on Android, iOS and the web. AIRTEL IQ is the technology partner to RAJ DIGITAL TV OTT and the OTT was built by Airtel IQ itself and also the backend support is provided by Airtel IQ with enhanced Technology. RAJ DIGITAL TV offers a collection of over 1000 movies plus IN Tamil language, music videos, TV shows, and live TV in the 4 south Indian languages such as Tamil, Telugu, Kannada, and Malayalam apart from other languages. Interestingly, there is some original content as well for the users of this service. RAJ DIGITAL TV Subscription Plans are daily Rs.1 per subscriber payable on monthly basis and yearly subscription plan and for direct subscribers and various revenue model with channel partners like Airtel Xtream peer OTT player in the market. The OTT application is available both in android and play store.

Raj Television Network Ltd Channels have more than 20 Million subscribers are connected through various channel partners and expects a substantial revenue addition from the OTT segment. Expects a substantial revenue addition from the OTT segment. The network is expanding to further gaming, RAJ METAVESRE entertainment platforms and other monetisation platforms in addition to Entertainment Segment.



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Media Release:- Raj Digital will have over 1,000 movies in south Indian languages and Hindi besides web-series, popular TV shows and 11 live channels.

Chennai-based television broadcaster Raj Television Network Ltd on Friday forayed into the crowded regional OTT space with the launch of Raj Digital.

Started as a video cassette library under the name Raj Video Vision in 1983, the company launched Tamil satellite channel Raj TV in 1994 and then expanded it to include 24/7 music and news channels. Today, Raj TV Network has 13 channels across Tamil, Telugu, Kannada, Malayalam and Hindi. The company listed in bourses in 2007.

The OTT launch comes at a time when the south Indian regional OTT space is seeing an intense competition among dozens of platforms including SunNXT, aha, Koode in addition to the growing regional focus by major OTT players like Amazon Prime, Sony LIV, Zee5 among others.

M Raajhendhran, Managing Director, Raj TV Network Ltd, said Raj Digital will have over 1,000 movies in south Indian languages and Hindi besides webseries, popular TV shows and 11 live channels.

Adarsh Nair, CEO of Airtel Digital, who was the chief guest at the event, said over 500 million people currently consume content only through digital channels and 75 million consumers are paying for digital content and the number is only growing. He added that the entire streaming infrastructure of Raj Digital OTT right from accessing the content from the cloud to streaming it on mobile is powered by Airtel.

Tamil music composer Yuvan Shankar Raja unveiled the OTT platform's logo. Raj Digital comes at a monthly subscription of ₹29 and annual subscription of ₹299. Half-yearly subscription is priced at ₹149.

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