



Date: - 10<sup>th</sup> March, 2023.

To, The Listing Department <b>National Stock Exchange of India Ltd.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400 051.	To, Manager Department of Corporate Services, <b>BSE LIMITED</b> P. J. Towers, Dalal Street, Mumbai – 400 001.
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**NSE SYMBOL: BTML**

**BSE SCRIP: 543767**

Dear Sir/Madam(s),

**Sub: Press Release.**

**Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please Find Enclosed the Press Release.

Bodhi Tree Multimedia Limited “**FORAYS INTO THE MYTHOLOGICAL AND HISTORICAL CONTENT GENRE**”.

Thanking you

**For and on behalf of the Board of the Directors of  
BODHI TREE MULTIMEDIA LIMITED**

Mautik  
Ajit Tolia

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by Mautik Ajit  
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**MAUTIK AJIT TOLIA  
Managing Director  
DIN: 06586383**



**BODHI TREE MULTIMEDIA LIMITED**

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CIN: L22211MH2013PLC245208



## **Bodhitree Multimedia Limited**

### **BODHITREE MULTIMEDIA FORAYS INTO THE MYTHOLOGICAL & HISTORICAL CONTENT GENRE**

After an extremely successful run in Television and OTT with acclaimed and commercially successful shows such as Class (Netflix) and Main Hoon Aparajita (Zee), BTML is now foraying into the content creation vertical of mythological and historical content. With an increasing demand in mythological and historical content, BTML will work towards scaling up this vertical.

Despite Covid challenges, India's media and entertainment industry has revived to pre-Covid levels and is expected to grow to \$55-70 billion by 2030 at 10-12 per cent CAGR, according to a report released by BCG-CII. The growth will be driven mainly by the OTT, gaming, animation and VFX segments. Historical and mythological content form a major segment in this content pie.

The company **has roped in the acclaimed creator of projects such as Devon ka Dev Mahadev, Siya Ke Ram, Prithvi Vallabh etc – Anirudh Pathak** for this venture. He will work closely with BTML team to develop this genre of content towards the company building its own IP and also commissioning by OTT platforms and Broadcasters. **BTML is already in advanced discussion with major industry partners on two projects.** The company is also in a tie up with Gita Seva Trust, a trust that digitizes the publications of Gita Press to create audio visual & animation content of the publications. An animated version of Luv Kush is under production at the moment.

**BTML Founder and Managing Director Mautik Tolia on this development said** "There is a whole new wave among the Indian audiences to understand their own rich heritage and culture. There is a need for these stories from our history and mythology to be presented in a cutting-edge manner.

Bodhitree Multimedia Ltd is a leading production house in India, known for producing critically acclaimed and commercially successful films across a range of genres. The company has earned a reputation as one of the most exciting and dynamic film production companies in the industry and serving as a platform for launching new talents. They have worked on over 30 shows for TV and OTT in multiple genres and different languages.



## **Bodhitree Multimedia Limited**

### **About Bodhi Tree Multimedia Ltd ([www.bodhitreemultimedia.com](http://www.bodhitreemultimedia.com))**

Incorporated in 2013, BTML is primarily engaged in content production for television, films and other digital platforms. The business operates in 3 key segments that are TV - Hindi General Entertainment Channels (GECs), Digital Platforms (OTT), and Regional shows in multiple languages. The company produces big or small films, TV serials for various TV channels in India and abroad. The company has produced shows across multiple languages - Hindi, Tamil, Marathi, Gujarati and Bengali. Shows encompass all genres - drama, thriller, horror, comedy and lifestyle. It has produced a robust line up of more than 30 shows since its inception across most major broadcasters and OTT platforms. It has produced more than 1500+ hours of content on Television and OTT and works with 10+ broadcasters / OTT platforms. The company was founded by Mautik Tolia and Sukesh Motwani.

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