



Shalimar Productions Limited

Date: 17-07-2023

To,
The Secretary,
Bombay Stock Exchange Limited,
Phiroze Jeejeebhoy Towers,
Dalal Street, Mumbai - 400 001

Scrip Code: 512499

Subject: Tie-up with M/s Bu Abdullah Investment Group LLC - Corporate Announcement

Dear Sir/Madam,

We write to inform the stock exchange and our shareholders about a development regarding our company, Shalimar Productions Limited (BSE: 512499). We are pleased to announce tie-up with M/s Bu Abdullah Investment Group LLC, Dubai, represented by Dr. Bu Abdullah, for the following:

1) Appointment as an Ambassador:

Dr. Bu Abdullah, will serve as an Ambassador of our company, specifically for our NJOYMAX OTT platform. Dr. Bu Abdullah, a distinguished Emirati businessman and founder of Bu Abdullah Group of Companies, brings his expertise in business and investment landscape, as well as a vast network of industry connections across Middle East, Asia and other parts of the world.

2) Tie up for Introduction of Sponsors and Investments:

Through this tie up, Bu Abdullah Investment Group LLC will introduce potential sponsors and investors to our NJOYMAX OTT platform.

We kindly request the Bombay Stock Exchange (BSE) to acknowledge and disseminate this corporate announcement to the concerned parties, ensuring its incorporation into the public domain in accordance with regulatory guidelines.

Thank you for your attention to this matter.

Yours faithfully,
For **SHALIMAR PRODUCTIONS LTD,**


Firokchand Kothari
Director/ Authorized Signatory
DIN: 00413627

