



# Shalimar Productions Limited

16<sup>th</sup> November, 2024

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

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

**Subject: Delay in Launch of NJOYMAX OTT**

Dear Sir/Madam,

Pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, this is to inform you that due to certain technical issues related to the approval process of the NJOYMAX OTT application on the App Store, we are unable to proceed with the scheduled launch of the NJOYMAX OTT App, which was earlier announced for 17th November, 2024.

We would like to highlight that all other aspects of the platform, including the content, infrastructure, and operational readiness, are fully prepared. Our team is actively working to resolve the technical issues and a fresh launch date will be communicated to the exchange and the stakeholders as soon as the aforementioned app approval issue is resolved.

We deeply regret any inconvenience caused and assure you of our commitment to ensuring a smooth and successful launch at the earliest.

Thank you for your understanding and continued support.

This is for your information and records.

**FOR SHALIMAR PRODUCTIONS LIMITED**

TILOKCHAND  
MANAKLAL  
KOTHARI

Digitally signed by  
TILOKCHAND  
MANAKLAL KOTHARI  
Date: 2024.11.16  
16:40:48 +05'30'

**Tilokchand Kothari**  
Director  
DIN: 00413627

