



Ref No.: SEL /April – 2020/08

April 29, 2020

**The Secretary,
National Stock Exchange of India Limited**
Exchange Plaza,
Bandra-Kurla Complex
Bandra (E), Mumbai-400 051.
NSE Symbol: SHEMAROO

**The Secretary,
BSE Limited**
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 023.
Scrip Code : 538685

Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019

Sub: Press Release - Shemaroo Entertainment launches its flagship Hindi General Entertainment Channel - Shemaroo TV'

Dear Sir/Madam,

Please find enclosed herewith Press Release titled '**Shemaroo Entertainment launches its flagship Hindi General Entertainment Channel - Shemaroo TV'**, for your information and records.

The Company shall also disseminate the aforesaid press release on the website of the Company i.e. www.shemarooent.com.

Thanking you,

Yours faithfully,

For Shemaroo Entertainment Limited

.....
Dipesh U. Gosar
Company Secretary & Compliance Officer
ICSI Membership No. A23755

SHEMAROO ENTERTAINMENT LIMITED

Shemaroo House, Plot No. 18, Marol Co - Op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400 059.

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shemarooent.com | CIN: L67190MH2005PLC158288



Shemaroo Entertainment launches its flagship Hindi General Entertainment Channel - Shemaroo TV

Mumbai, 29th April, 2020: Living up to the 57-year legacy of entertaining audiences across categories, genres, and now beyond geographies, India's leading content powerhouse Shemaroo Entertainment is coming closer to the consumer by launching a new Hindi GEC – **Shemaroo TV**, a Free to Air channel targeting the Hindi Speaking Markets of India with the tag line 'Badalte Aaj Ke Liye'. Shemaroo TV aims to connect, interact and reach out to families who are continuously looking at adapting to new changes and offer them with complete family entertainment at a single destination. The channel will showcase a perfect mix of originals and iconic shows, which will be consumed for the first-time by a large set of Free-To-Air (FTA) audience. Launching on 01st May 2020, Shemaroo TV will be available to audiences on all major DTH operators and cable networks.

Television broadcasting continues to remain the largest and most sustainable source of media consumption in India. The Indian Television Industry is currently valued at INR 787 Bn in 2019 with advertising contributing INR 320 Bn, as per industry sources. India, being a consumer led economy, the overall contribution of advertising will continue to remain strong. Broadcasting is estimated to remain the largest and most relevant segment in the media and entertainment space even after 5 years on the back of a healthy growth rate. With close to 38 Million Free Dish subscribers, FTA channels have seen robust growth in viewership in recent times.

Shemaroo Entertainment has been evolving with changing times and entertaining its audience through different platforms. The launch of Shemaroo TV will be one more step to extend the reach and relevance of the brand and become a full-fledged media house by reaching out to a large and untapped set of audience across the country. Entry into broadcasting is a long-term strategic investment for Shemaroo towards building a sustainable business model. The investment in the FTA broadcasting business will help further diversify and de-risk Shemaroo's business model by adding a steady advertisement-based revenue stream. With the advent of New Tariff Order, the company saw a natural opportunity opening up in the FTA space to capture a considerable share of the estimated ~INR 2,500 Crs FTA advertising market (as per company estimates). This coupled with the company's strengths and significant existing intellectual property, presented an attractive opportunity due to its low-cost, low-risk, and high IRR potential. This broadcasting venture will also help the company build synergies with its digital initiatives.

Shemaroo TV will offer content spread across various genres, such as comedy, drama, mythology, thriller, crime, and animated content that will resonate with audiences across all age groups. The media and entertainment conglomerate also recently launched its Marathi movie channel – 'Shemaroo MarathiBana' that already entered the 100 GRP club in a very short span of time. While the current times are unfortunate and challenging because of the Covid-19 outbreak, there has been a significant spurt in consumption on media platforms during the lockdown. The launch would help the channel being sampled by a much larger set of audiences and establish a good positioning in the GEC space.



Commenting on the launch of Shemaroo TV, Mr Hiren Gada, CEO, Shemaroo Entertainment Limited, said, *"We at Shemaroo Entertainment are constantly evolving and are upscaling with changing times. The content of Shemaroo is spread across different verticals and through which we maintain a healthy relationship with the viewers and advertisers equally. While we manage large digital platforms, entering into the broadcasting space will help us with the reach and build a stronger affinity with audiences. With the launch of our flagship channel, Shemaroo TV, we are excited to strengthen our presence in the industry and deliver our promise of entertaining the Indian audiences."*

Adding to the statement, Mr Sandeep Gupta, COO - Broadcast Business, Shemaroo Entertainment Limited, said, *"If we see the current TV space and particularly the Free To Air space, there is large consumption of content but very less variety of shows and genres. Shemaroo TV will be enhancing the entertainment needs of the Indian audiences by its vast offerings of iconic shows, along with original shows across various genres. We have worked extensively to understand the needs of our consumers and have sharpened our insights based on what will appeal to them. Shemaroo TV will have an extensive reach and we aim to become one of the most popular destinations in the Free To Air General entertainment space."*

Audiences can tune-in to Shemaroo TV on their DTH and Cable networks starting 01st May 2020. The channel will also be available on Shemaroo's OTT platform ShemarooMe.

*****THE END*****

About Shemaroo

Shemaroo Entertainment Limited is a leading global content powerhouse, which has played a pioneering role in the arena of content ownership, aggregation, and distribution. Shemaroo has been a core part of the Bollywood Industry and has managed to maintain many relationships with the best production houses over the years. With a diverse and growing collection of over 3,700 titles, Shemaroo has offered premium content and services to customers in more than 30 countries, across several Indian languages. With the brand in existence for over five decades, Shemaroo continues to redefine itself to respond to the disrupting consumer environment, by delivering content across age groups in genres such as movies, comedy, devotional and kids.

The company's innate ability to sense the pulse of what an audience will consume, has not only helped it become a trusted partner to few of the biggest media platforms such as YouTube, Hotstar, Star Gold, Zee Cinema, Vodafone, Reliance Jio, Tata Sky, Apple iTunes, Etisalat, but has also helped Shemaroo create entertainment experiences, in ways never thought of. Today, Shemaroo has evolved to be an entrenched player in the digital ecosystem. The entry into the Limca book of records with #FilmiGaaneAntakshri on Twitter is a proof of Shemaroo staying true to its 'digital first' vision.