

**BAG****B.A.G. Films and Media Limited**

"CIN: L74899DL1993PLC051841"

FC-23, Sector 16A, Film City,

Noida 201 301

Tel.: 0120 4602424 | Fax : 0120 3911401

Mail : info@bagnetnetwork.in

www.bagnetnetwork24.in

BAG/STX/letters/2021-22/AM/1086

April 13, 2021

To,  
The Listing Compliance Department  
National Stock Exchange of India Ltd.  
Exchange Plaza, Plot No. C/1, G  
Block, Bandra-Kurla Complex,  
Bandra (E), Mumbai-400 051

To,  
The Listing Department  
BSE Limited,  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai-400 001

**NSE-SYMBOL: BAGFILMS****BSE-Scrip Code: 532507****Sub: Press Release**

Dear Sir/Madam,

Please find enclosed herewith a copy of Press Release which is being issued today in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosures Requirements) Regulations, 2015.

This is for your information and record please.

Thanking you,

Yours sincerely,  
For **B.A.G. Films and Media Limited**

**(Rajeev Parashar)**  
**Company Secretary &**  
**Compliance Officer**

Encl: a/a



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**PRESS RELEASE**

**Noida | Tuesday, April 13, 2021** | News24 Broadcast India Limited has launched a brand new News Channel by the name of "News 24 Madhya Pradesh Chhattisgarh" which is being telecast across all the districts in the states of Chhattisgarh and Madhya Pradesh, beginning today.

The Company already owns and operates the leading national News Channel - "News24" which is a free to air channel, known for its commitment to upholding the journalistic practices and focuses on delivering content, which is credible and true.

BAG Films and Media Limited has further strengthened its presence in the Hindi heartland with the launch of its regional News channel – NEWS24 MPCG through its subsidiary News24 Broadcast India Limited.

BAG recently forayed into many digital regional channels which has shown the trends of viewers, substantially inclined to the liking of unbiased news i.e. "NISHPAKSH KHABRE". It led us to research that Madhya Pradesh (MP) & Chhattisgarh (CG) is one of the key news markets which has a population of roughly 110 million and their news appetite has been growing unceasingly. The people are keen to watch more and more local news content apart from national developments. With this launch, News24 wants to serve the population of these states with equal fervour, and to this extent it is launching its first State specific News Channel.

Commenting on the launch, Anurradha Prasad, Chairperson of BAG, said, "Common man's local issues have always been centre point of our news reporting and this is what we always strive to do at NEWS24. Whether it's through our popular TV debates or comprehensive Election- coverage.





NEWS24 MPCG will focus on the local issues and will highlight the developmental and social issues of local common people and their contribution to the state and the nation.

With NEWS24 MPCG, we are strengthening our channel portfolio in the News genre, which will add the value to our business associates and give them an opportunity to engage deeply with their consumers with local essence.”

#### **About News24 Broadcast India Limited**

News24 Broadcast India Limited is a subsidiary of B.A.G. Films and Media Limited and operates a national news channel by the Name of **News24**. The Company broadcasts and operates its News Channel from its Corporate Office situated at FC-23, Sector-16A, Film City, Noida-201301, Uttar Pradesh.

#### **Contact Details:**

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