



**Date: 19.12.2024**

To, The Listing Compliance <b>NATIONAL STOCK EXCHANGE OF INDIA LTD.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051  <b>NSE SYMBOL: BTML</b>	To, Manager Department of Corporate Services, <b>BSE LIMITED</b> P. J. Towers, Dalal Street, Mumbai – 400 001.  <b>BSE SCRIP: 543767</b>
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Dear Sir/Madam,

**Subject: Press Release pursuant to Regulation 30 of SEBI (LODR) Regulation's, 2015.**

**Ref: - Press Release on Colors Marathi and Bodhitree Multimedia New Marathi Drama 'Ashok Ma. Ma'.**

With reference to the captioned subject, please find enclosed herewith the press release on Colors Marathi and Bodhitree Multimedia New Marathi Drama 'Ashok Ma. Ma' airs daily at 8:30 PM IST exclusively on Colors Marathi and Jio Cinema.

Please take the same on record.

Thanking you.

Yours faithfully

Thanking You,

For **BODHI TREE MULTIMEDIA LIMITED**

**MAUTIK AJIT TOLIA**  
**MANAGING DIRECTOR**  
**DIN: 06586383**



**BODHI TREE MULTIMEDIA LIMITED**

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## Colors Marathi and Bodhitree Multimedia's Ashok Ma.Ma Strikes a Chord with Audience

~ Ashok Ma.Ma airs daily at 8:30 PM IST exclusively on Colors Marathi and JioCinema ~

**December 19, 2024; Mumbai, India:** Bodhitree Multimedia, one of India's leading entertainment production companies and JioStar's Colors Marathi, continues to win over families with their latest drama '**Ashok Ma.Ma**'. The riveting multi-genre family entertainer is a heartfelt portrayal of love, sacrifice, and the timeless values that bind people together. Ashok Ma.Ma airs daily at **8:30 PM IST exclusively on Colors Marathi and JioCinema** and marks the iconic comeback of veteran actor Ashok Saraf in a role that celebrates his legacy while embracing contemporary storytelling.

*Ashok Ma.Ma* is the story of Ashok Mama (maternal uncle), a man driven by discipline, duty, and order. Set against a bustling metropolitan society, the show highlights themes of love, control, and acceptance. Through relationships with his family and neighbours, the story reflects the emotional and psychological nuances of human nature and modern family life. With relatable characters and emotional storytelling, *Ashok Ma.Ma*, takes viewers on an introspective journey of growth and transformation. Additionally, Colors Marathi and Bodhitree Multimedia's partnership with Ashok Saraf signifies the unwavering commitment to capture the essence of simpler times while addressing modern family dynamics.

*"Our goal with Ashok Ma.Ma is to evoke nostalgia while presenting a fresh, contemporary narrative that resonates with families. Bringing the rich legacy of Ashok Saraf back to the screen adds a special magic to the story. We strive to create a tale that not only entertains but also fosters lasting connections with the audience, sparking new conversations around family dynamics,"* said **Mautik Tolia, Managing Director, Bodhitree Multimedia.**

*"Ashok Ma.Ma is a reflection of the love, warmth, and unspoken sacrifices that exist within every family. Through Ashok's journey, we aim to showcase the charm of everyday relationships and the role of a 'mama' as a guide, friend, and anchor. The overwhelming response from viewers affirms our belief in the power of simple, heartfelt storytelling,"* said **Nivedita Ashok Saraf, Co-Producer.**

Adding to this, **Ashok Saraf**, shares, *"Ashok is a character that reflects the heart and soul of every family. He's flawed, funny, and deeply human. Playing this role has been rewarding, and I am grateful to be part of a story that celebrates family bonds. Collaborating with Bodhitree Multimedia and Colors Marathi has been a privilege, and together we've created something truly special that I believe will resonate with audiences for years to come"*

As the show unfolds, *Ashok Ma.Ma* will continue to explore the small but significant moments that shape lives. With its grounded storytelling and relatable characters, it is designed to resonate with viewers of all ages, making it a perfect family show.

*Join Ashok Ma.Ma exclusively on Colors Marathi and JioCinema at 8:30 PM IST daily.*



## **About Bodhitree Multimedia Limited**

Bodhitree Multimedia Limited was founded by Mautik Tolia and Sukesh Motwani, as a leading Indian entertainment content production company. With over 3000+ hours of content produced across 50+ shows for major broadcasters and OTT platforms, Bodhitree specializes in drama, thriller, horror, comedy, and lifestyle genres. Their services encompass producing, directing, writing, dubbing, mixing, subtitling, content editing, and localization for a variety of media including television, films, and digital platforms, operating primarily on a B2B business model.