



October 30, 2023

**The Deputy Manager**  
**Dept. of Corporate Services**  
**BSE Limited**  
P. J. Towers, Dalal Street, Fort  
Mumbai - 400 001

Ref: Scrip Code 511092

Sub: Announcement u/r 30 - Expansion of Business on OTT Platform (Updates)

Respected Sir or Madam,

This is in continuation to our announcement dated October 27, 2023 in the captioned subject matter.

### **JMD Ventures Limited Expands Horizons into the OTT Universe**

JMD Ventures Limited (BSE: 511092) has embarked on an exciting journey into the ever-evolving world of Over-the-Top (OTT) platforms. The company's decision to expand its business into the realm of OTT broadcasting marks a significant move that reflects the changing dynamics of the media and entertainment industry.

In an era where traditional media channels are facing unprecedented disruption, JMD Ventures Limited has recognized the immense potential in the digital domain. With the growing popularity of OTT platforms, the company is poised to diversify its content offerings to cater to the changing preferences of audiences worldwide. This strategic shift reflects the company's commitment to staying at the forefront of the entertainment landscape.

The decision to enter the OTT space is a well-thought-out one. OTT platforms have become an integral part of the modern consumer's life, offering a wide array of content choices, from movies and TV shows to music and short films. Recognizing this trend, JMD Ventures is determined to leverage the opportunities presented by the OTT industry.

One of the primary areas of focus for the company in the OTT space is the distribution of music songs. Music is a universal language that transcends borders and brings people together. The company aims to curate an extensive library of music from various genres, ensuring that users have access to their favorite tunes at their fingertips. With the flexibility that OTT platforms offer, music enthusiasts can now enjoy an uninterrupted stream of music, creating a more personalized and enjoyable experience.



Short films, another exciting facet of the OTT landscape, are also part of JMD Ventures Limited's content strategy. Short films have gained popularity for their ability to tell compelling stories in a concise format. The company's foray into this segment signifies its commitment to supporting emerging talent and providing a platform for innovative storytelling. By offering a space for short films, JMD Ventures Limited aims to promote creativity and diversity in content creation.

This move into the OTT space is not only a testament to JMD Ventures Limited's adaptability but also a response to the changing preferences of consumers. Today's audience craves content that is accessible at their convenience, and OTT platforms offer just that. The convenience of streaming content anytime and anywhere, often without the need for a traditional cable connection, makes OTT platforms a go-to choice for modern viewers.

For JMD Ventures Ltd, this development is about expanding the business and about recognizing the immense potential that digital media holds. It is a strategic move that aligns with the evolving nature of the media and entertainment industry, where innovation and adaptability are the key to success. With a commitment to delivering music and short films to audiences across the globe, the company is poised to make a significant impact on the OTT landscape. This strategic shift underscores the company's responsiveness to changing market dynamics and its dedication to providing cutting-edge entertainment experiences for its members and audiences at large.

As JMD Ventures Limited takes its first steps into the world of OTT, it is poised to embark on a journey of creativity, innovation, and digital growth that will undoubtedly shape the future of the entertainment industry.

This is for the information of Members.

Thanking You,

Yours Faithfully,  
For **JMD VENTURES LIMITED**

**DHRUVA NARAYAN JHA**  
**DIN: 01286654**  
**MANAGING DIRECTOR**