



# Shalimar Productions Limited

25/09/2024

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

Ref: Scrip ID: SHALPRO Scrip Code: 512499

Sub: Business Updates - Launch of NJOYMAX OTT Platform

Dear Shareholders,

We are pleased to announce the launch of the NJOYMAX OTT platform, on the 17<sup>th</sup> November, 2024. After years of meticulous planning, content curation, and technical development, NJOYMAX is set to bring a fresh and exciting entertainment experience to audiences across the country.

We believe there is immense potential in the untapped regions of India, particularly in the Tier-2, Tier-3 regions and beyond. NJOYMAX aims to bring a diverse selection of family-friendly media content directly to our customers for these regions. This includes content tailored to various regional demographics and linguistic preferences, ensuring a broad and inclusive entertainment experience right from launch.

NJOYMAX will focus on providing accessible and engaging content that caters to the growing demand for regional entertainment, capturing the hearts of audiences across the country.

We are excited about this new chapter and will continue to keep our shareholders updated on further developments.

We thank you for your continued support.

Best regards,

For Shalimar Productions Ltd.,

TILOKCHAND  
MANAKLAL  
KOTHARI

Digitally signed by TILOKCHAND  
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**Tilokchand Kothari**  
**Director**  
**DIN: 00413627**

