



Ref No.: SEL /Reg. 30 – LODR/July - 2018/01

July 10, 2018

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: Rebranding with New Logo

Dear Sir/Madam,

Please find enclosed herewith Press Release of Rebranding of the Company with New Logo 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 LTD.

Shemaroo House, Plot No. 18, Marol Co - op. Industrial Estate, Off Andheri Kurla Road, Andheri (E), Mumbai - 400059.

+91 - 22 4031 9911 | shemarooent.com

CIN : L67190MH2005PLC158288



Shemaroo Entertainment Rebrands after 55 Years with a New Logo

Announces 'India Khush Hua' as its new tagline

Mumbai, 10th July, 2018: Shemaroo Entertainment has been a household name for more than 5 decades now. It was not just a medium through which movies reached Indian households... It was the very reason why countless Indian families have enjoyed lifetime of unforgettable moments together. Shemaroo made bollywood almost synonymous with itself and with those happy moments! In lieu of the digital opportunities in the Indian M&E industry, Shemaroo has set out on a new growth path and today it unveiled a new chapter in its journey. **Hiren Gada, CEO and Atul Maru Joint MD, Shemaroo Entertainment along with Kunal Jeswani, CEO – Ogilvy India** showcased a new brand identity to the world.

Shemaroo has always provided its viewers with refreshing and engaging content. But the needs of the fast-paced modern generation are different from what they used to be. Earlier this year it brought world's leading creative agency **Ogilvy India** on board to chart out its new brand identity. The new logo has been devised after a thorough understanding of the brand, consumers and the trade. After careful planning, exhaustive research and understanding of emergent trends, this new design will surely strike a chord with the audiences.

The new logo combines the needs of a digitised age with the nation's culture of vivacity to give rise to a fresh brand identity. The logo comprises a series of overlapping layers in rich Indian colours standing for Shemaroo's promise of offering an imaginative range of zesty Indian content to a diverse group of consumers. The shape of the design elements has been derived from the digital play button. The company also announced 'India Khush Hua' as its new tagline, an emotion that emphatically states the joy we bring in peoples life with our multi-genre offering.

Hiren Gada, CEO - Shemaroo Entertainment shared, *“Shemaroo is proud to be truly Indian. We Indians love our masala as much as we love our masala content. And with over five decades of doing what we do best, we’ve come to understand what India really wants when it comes to being entertained. It is a momentous occasion for us as we re-introduce our brand with a fresh and disruptive format which will appeal to Indian audiences across the world. I am proud to launch the new brand identity which combines the needs of a digitised age with the nation’s vibrancy.”* **Adding further he said,** *“Earlier this year we announced that we have embarked on a transformation journey and have set out to achieve 5X growth in 5 years. This new identity clearly reflects our ambition, passion and commitment to the goal. We are now gearing up for consumer facing business opportunities, which will help fuel this ambition”.*

Kunal Jeswani, Chief Executive Officer, Ogilvy India, shared, *“It has been a fantastic journey working with Shemaroo to bring their rich and colourful legacy alive through a new brand identity. The new identity is dynamic and future facing. Both the new logo and the tagline are representative of what the brand has always been intrinsically known for – entertainment and joy. We hope this entertainment powerhouse, in its new and avatar, will continue to win the hearts of its audiences – young and old alike.”*

The identity will be unveiled across all Shemaroo assets including the digital medium where Shemaroo garners over 600 million views a month. A phased campaign to target consumer and trade touch points will be rolled out soon.

While the entity is changing, at its core Shemaroo is still striving for what it has always been synonymous with – entertainment... to spread joy, the Indian way!

About Shemaroo

Shemaroo Entertainment Limited is a leading global content power house, 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 3500 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