

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
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CIN No.: L99999MH1994PLC082802



September 04, 2026

BSE Limited.

Phiroze Jeejeebhoy Towers,
Dalal Street,
Mumbai - 400 001
Stock Code: 532382

National Stock Exchange of India Ltd.

“Exchange Plaza”,
Bandra-Kurla Complex, Bandra (East),
Mumbai – 400 051
Stock Code: BALAJITELE

Sub: Disclosure under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements), Regulations, 2015

Dear Sir/Madam,

With reference to the captioned subject, please find enclosed the Press Release dated September 04, 2026 being issued by the Company.

The above information will also be made available on the Company's website, i.e. www.balajitelefilms.com

You are requested to take the same on your record.

Thanking you.

Yours Faithfully,

For Balaji Telefilms Limited

Tannu Sharma
Company Secretary and Compliance Officer
Membership No: ACS30622

Encl: a/a

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Ekta Kapoor's Balaji Telefilms Ltd partners with YouTube to launch 5 exclusive premium shows, shaping the next chapter of digital storytelling



Mumbai, September 04, 2026: As Indian living rooms evolve and audiences increasingly embrace on-demand digital entertainment, two entertainment powerhouses are joining forces to shape the future of television. For decades, Ekta Kapoor has shaped Indian entertainment with stories and characters that became part of everyday conversations across households. Today, Ekta Kapoor's Balaji Telefilms and YouTube have come together in a landmark strategic partnership that pairs world-class storytelling with unmatched digital reach, bringing audience-first, premium content experiences to viewers across the globe.

YouTube has always been a home for premium content and a powerful promotional engine for the media industry. Built on a shared vision of making compelling stories more accessible, engaging, and culturally relevant, the partnership will see the launch of a slate of five original shows, spanning 200 episodes, on YouTube, designed for today's digital-first viewers.

While Ekta Kapoor will lead the creative vision and own the intellectual property, YouTube will provide global distribution and monetization pathways through ads and brand deals. With a diverse slate of originals spanning beloved returning titles and fresh narratives, the upcoming shows will include ***Haq Se Season 2***, ***Phir Pyar Ki Yeh Kahani Suno***, ***Kehne Ko Humsafar Hai Season 4***, and other projects currently under development.

Produced in stunning 4K, these digital-first, TV-scale shows will be available globally. As Indian families increasingly bring YouTube back to the living room, YouTube reached over 75M people in India ages 18+ on Connected TV (CTV) in April 2025, and according to Comscore, holds the #1 reach across CTV screens in India amongst media (May 2025). By launching natively on YouTube, Balaji is bringing high-production storytelling directly to where living room audiences are already gathered.

Commenting on the collaboration, **Ekta Kapoor, Joint MD, Balaji Telefilms Ltd.**, said, "Every story begins with a feeling, one that has the power to touch hearts, spark memories, and bring people together. For me, storytelling has always been about creating emotional connections that stay with audiences long after the screen goes dark. As more and more viewers turn to YouTube to discover and engage with content, it presents an exciting opportunity to connect with audiences in the most innovative ways. Through this partnership with YouTube India, we're opening a new chapter to share stories that entertain, inspire, and truly move people across the globe."

Gunjan Soni, Managing Director - India, YouTube, said, "The future of TV has to be designed around a digital-first audience that wants the best of both worlds: high-quality shows on the biggest screen in the home, with the flexibility of on-demand. With Ekta Kapoor and her extraordinary instinct for human emotion and creative storytelling, we're making that future possible today on YouTube. I'm excited about this partnership and how YouTube continues to unlock distribution and monetization pathways for innovative storytellers to connect with audiences on their own terms."

With multiple originals set to roll out this festive season, this partnership marks the beginning of a new era of storytelling. Fans can subscribe to the **[@TheIndianKDramas](#)** channel today to stay updated on trailers, behind-the-scenes content, and upcoming premieres.
