



Date: 24.06.2026

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

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

Ref: - Press Release – Intimation regarding Strategic Mandate Secured from the Government of Assam for Development and Management of Official Digital Content Platform.

With reference to the captioned subject, please find enclosed the press release announcing that Bodhi Tree Multimedia Limited has secured a strategic mandate from the Government of Assam for the development, launch, and long-term management of the State's official digital content platform.

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 Secures Strategic Assam Government Mandate, Strengthening Transition Towards Platform-Led and Recurring Revenue Businesses

Project positions the Company at the intersection of digital public infrastructure, regional content economies and government-led cultural digitisation initiatives

Mumbai, India – June 24, 2026: Bodhi Tree Multimedia Ltd. (NSE: BTML, BSE: 543767), one of India's leading content and digital entertainment companies, has secured a strategic mandate from the Government of Assam to develop, launch and manage the state's official digital content platform, marking a significant milestone in the Company's evolution from a content producer to a technology-enabled media infrastructure player.

The mandate represents Bodhi Tree Multimedia's entry into a fast-emerging opportunity at the convergence of public policy, regional content ecosystems and digital distribution infrastructure. As governments increasingly seek technology-led solutions to preserve, promote and monetise cultural assets, the project positions the Company as an early participant in India's broader digital cultural economy.

The platform will serve as Assam's dedicated digital destination for regional entertainment, cultural programming, heritage content, live events, films, music and creator-led storytelling. Designed for deployment across mobile, web and connected television ecosystems, the initiative seeks to enhance the discoverability and accessibility of Assamese content for audiences across India and globally.

For Bodhi Tree Multimedia, the project represents a strategic diversification beyond traditional content commissioning models towards platform ownership, lifecycle management and technology-driven service revenues. The Company will oversee the platform's development, content strategy, subscription management, monetisation architecture and long-term operational management.

The development also reinforces Bodhi Tree's growing capabilities across content, technology and distribution—three pillars increasingly shaping the future of the media and entertainment sector.

Importantly, the initiative could serve as a scalable template for similar cultural digitisation programmes across other states, creating potential opportunities for replication as regional governments accelerate investments in digital outreach, cultural preservation and citizen engagement.

With more than 5,000 hours of content produced across over 100 shows, Bodhi Tree brings deep content expertise to the project, complemented by a robust technology stack being deployed in partnership with Mogi OTT. The platform will be powered through Google Cloud infrastructure, supported by a dedicated content delivery network and Kubernetes-based auto-scaling capabilities to ensure seamless user experiences at scale.

Commenting on the development, **Mautik Tolia, Managing Director and CEO, Bodhi Tree Multimedia Ltd.**, said: *"This mandate reflects the expanding role of media companies in building digital ecosystems, not just creating content. We believe the future of the sector lies at the intersection of storytelling, technology and distribution infrastructure. Assam's vision to create a dedicated digital destination for its cultural and creative economy aligns strongly with this opportunity. For Bodhi Tree, the project adds a new dimension to our business model through long-term platform management capabilities while creating a scalable framework that could find relevance across multiple regions in the years ahead."*

The project has already entered an advanced execution phase, with the core technology architecture substantially completed and efforts now focused on branding, content onboarding and ecosystem development.

As India's regional content economy continues to expand and governments increasingly embrace digital-first engagement models, Bodhi Tree Multimedia believes this mandate strengthens its position within a new category of media opportunities that combine technology infrastructure, cultural assets and recurring platform revenues.

The development marks another step in the Company's long-term vision of building an integrated media enterprise spanning content creation, platform management, audience engagement and digital distribution.

About Bodhi Tree Multimedia Limited

Bodhi Tree Multimedia Limited is a publicly listed, multi-genre content creation and production company with a strong presence across television, OTT and digital platforms. The Company operates through a network of specialised creator-led studios, a dedicated monetisation arm and an in-house technology platform, enabling end-to-end content creation and distribution. While combining creative depth with disciplined execution and technology-enabled workflows, the Company aims to build a sustainable and scalable media business anchored in long-term value creation.

For more information, contact:

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