

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



February 06, 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 February 06, 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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Balaji Telefilms Unveils Hoonur: A New Talent Management Vertical Under Balaji Telefilms Digital



February 06, 2026, Mumbai: Balaji Telefilms, India's leading entertainment powerhouse, has announced the launch of Hoonur, a dedicated talent management vertical under the Balaji Telefilms Digital division. The move marks a strategic expansion of the company's integrated entertainment ecosystem, reinforcing its long-standing commitment to nurturing artists, shaping careers, and creating structured opportunities across digital and broadcast platforms.

Hoonur is designed to offer focused representation in an increasingly platform-driven industry, where talent development, content strategy, brand alignment, and audience engagement must work in sync. The vertical aims to provide artists with long-term career direction, strong positioning, and access to diverse creative and commercial avenues.

The initiative will be led by **Mohammed Nagman Lateef**, an accomplished industry leader with over 11 years of experience in entertainment and talent strategy. Nagman previously founded and led Iconic Entertainment, where he built a strong reputation for progressive talent representation and career development. His leadership at Hoonur signals a forward-looking approach to how Balaji Telefilms identifies, manages, and elevates creative talent.

Beyond individual representation, Hoonur reflects Balaji Telefilms' larger vision of building a structured environment where artists are supported not just through opportunities, but through thoughtful career planning and strategic alignment with the evolving media landscape.

Ekta Kapoor, Joint Managing Director, Balaji Telefilms, said, "At Balaji, we have always believed that every artist deserves the right environment to grow. Talent thrives when it is supported by a platform that understands its individuality and long-term potential. With Hoonur, we are creating a curated space where artists receive focused attention, strategic guidance, and opportunities that are aligned with who they are and where they can go. It's about shaping meaningful journeys, not just managing assignments."

Hoonur already represents a growing and diverse roster of talent across television and digital platforms. The portfolio includes well-known names such as Madalsa Sharma, Sahil Uppal, Rohit Chandel, Simba Nagpal, Tejasswi Prakash, Shubhangi Atre, among others.

Several Hoonur-managed artists are also part of “The 50,” one of India’s most anticipated new reality television formats. Hoonur talent featured on the show includes:

- Urvashi Dholakia
- Ridhi Dogra
- Shiv Thakre
- Shiny Doshi

Nitin Burman, Chief Revenue Officer, Balaji Telefilms, shared, “The industry today is moving toward deeper collaboration between content, platforms, and brands, with talent at the center of that ecosystem. Hoonur allows us to approach these relationships in a more cohesive and long-term manner. By aligning talent more closely with our content and digital network, we are strengthening how partnerships are built, how audiences are engaged, and how value is created across the ecosystem.”

With the launch of Hoonur, Balaji Telefilms continues to strengthen its integrated entertainment model — combining content creation, digital strategy, and talent representation to support the next generation of media stars.


