

# Balaji Telefilms Ltd.

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New Link Road, Andheri (West), Mumbai - 400 053.  
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CIN No.: L99999MH1994PLC082802



January 20, 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 January 20, 2026 being issued by the Company.

The above information will also be made available on the Company's website, i.e. [www.balajitelefilms.com](http://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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## Kutingg Unveils Its Original Content Slate, Promises Kadak, Everyday Entertainment

**Mumbai, January 20, 2026:** Balaji Telefilms has announced the launch of Kutingg, its new entertainment platform designed to deliver a fresh dose of engaging content every day. Created for India's mobile-first audiences, Kutingg brings together compelling stories, innovative formats and culturally rooted entertainment, making it the go-to destination for everyday viewing.

The launch event was marked by the presence of Balaji telefilms **Group CRO, Nitin Burman** and **Meghna Joshi, Head of Content** along with the cast including **Iqbal Khan, Sharad Malhotra, Abigail Pande, Shehzad Sheikh, Chahat Pandey, Aishwarya Sakuja** and others from all Kutingg original shows, celebrating the platform's debut and its vision of delivering engaging, accessible, and family-friendly content. Kutingg goes live with an exciting line-up of original programming, **including Kutingg Original show Missing Priya**, along with multiple new fiction and non-fiction titles across genres.

Positioned as a one-stop destination for family entertainment, Kutingg offers a thoughtfully curated daily content lineup that caters to varied viewing moods across the week. From long-format fiction shows and Kutingg Original binge titles to vertical short-form series and engaging Non-Fiction shows, the platform delivers a fresh dose of entertainment every day. The slate spans gripping drama, youth-centric narratives, reality-led formats and snackable content, while embracing vertical video formats to ensure seamless, immersive storytelling for today's mobile-first, on-the-go audiences.

Kutingg officially launches on **19 January 2026** with a vibrant and diverse slate of original programming. The platform debuts with a structured weekly lineup across formats. The launch slate includes:

- **Saas Bahu aur Swaad** (Family Drama) – airing Monday to Thursday
- **Missing Priya** (Kutingg Original Binge Show) – streaming every Friday
- **Janlewa Ishq** (Vertical series) – every Saturday
- **Romeo Ke Dil Mein Juliet** (Vertical series) – every Saturday
- **Honestly Why Not?** (Non-Fiction) – Sundays

In addition, Kutingg has announced a strong pipeline of upcoming original titles such as **Mujhe Tu Chahiye** featuring **Iqbal Khan and Mansi Scott, Sharad Malhotra and Vinay Anand** in **ACP Vikrant, Jaffna Hills** featuring **Aishwarya Sakuja and Sidharth Bhardwaj** and **Karishma Sawant and Shezad Sheikh** in **Ghar Tera Mera**. Many more Vertical shows like **Mauka, Jhoothey Savere Sacchi Raatein, Khamosh Shikari, Secret Pati & Power Game, Secret Heir, Pyaar Ek Dhokha**; daily family dramas like **Pyaare Kii Raahein, Pyaar Se Bandhe Rishte** and many binge worthy watches like **Ishq Tandoori, Pyaar Kii Raahein 2, Padosi Patrol** further strengthening its commitment to consistent, everyday entertainment for audiences.

**Sanjay Dwivedi, Group CEO & CFO, Balaji Telefilms, said,** “Kutingg represents a focused step forward in our digital journey, built around a simple insight, audiences today want content that feels familiar, accessible and consistent. With this original slate, we are strengthening our commitment to everyday entertainment through a disciplined content strategy, diversified formats and a sustainable approach to platform growth. Our objective is to build Kutingg steadily as a credible, family-friendly entertainment destination.”

**Nitin Burman, Chief Revenue Officer, Balaji Telefilms, added,** “Kutingg’s original slate has been thoughtfully designed to mirror real viewing habits, short bursts, appointment viewing and daily engagement. This opens up exciting opportunities for brands and partners to connect meaningfully with highly engaged audiences across formats. As we scale the platform, our focus remains on creating strong value for both viewers and advertisers through consistent, quality programming.”

*Speaking about the slate announcement, Meghna Joshi, Head of Content said, “With Kutingg, our focus has been to create content that fits seamlessly into everyday life, stories that feel familiar, engaging and easy to consume. The slate reflects a strong mix of family dramas, binge-worthy originals, vertical formats and non-fiction, designed specifically for mobile-first audiences. Every show has been curated to deliver consistent entertainment across the week, ensuring that viewers always have something relatable and enjoyable to watch, no matter their mood.”*

Following its official launch earlier, Kutingg now operates as a dynamic and independent digital entertainment platform under the Balaji Telefilms umbrella. With a clear focus on offering ‘Entertainment ka Dose, Har Roz’, the platform brings together a wide range of original programming across formats, tailored for mobile-first audiences.

Trailer Link – <https://www.youtube.com/watch?v=RPAnXR6cwME>

Download the App here – [Play Store](#) & [App Store](#)

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