

Balaji Telefilms Ltd.

C-13, Balaji House, Dalia Industrial Estate, Opp. Laxmi Industries
New Link Road, Andheri (West), Mumbai - 400 053.
Tel.: 40698000 • Fax : 40698181 / 82 / 83
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CIN No.: L99999MH1994PLC082802



November 26, 2025

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,

In continuation of our disclosure dated November 19, 2025, please find enclosed the Press Release dated November 26, 2025 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' 'Balaji Astro Guide' Clocks 250K+ Downloads in 24 Hours from launch; Tops iOS Lifestyle Charts

Mumbai, November 26, 2025: Balaji Telefilms Ltd has announced a record-breaking launch for its newest digital product, **Balaji Astro Guide**, which has registered **250,000+ downloads within 24 hours of the launch announcement**—positioning it among the fastest scaling apps from an Indian entertainment studio.

The launch announcement by Joint MD Ekta Ravi Kapoor triggered an unprecedented traffic spike, with peak loads reaching 2–3x higher than projected benchmarks. The surge briefly impacted server performance before systems were stabilised and fully restored.

With strong early traction and a rapid climb to the top charts on the iOS Free App (Lifestyle), the app is emerging as a serious contender in the fast-growing astrology and spiritual wellness market, estimated to be among India's highest-frequency digital categories.

Speaking on this milestone, Ekta Ravi Kapoor, Founder and Joint MD, Balaji Telefilms Ltd commented, “Astrology is a deeply personal and culturally rooted category. Our aim is to bring authenticity and trust. The early traction has validated our creative and product direction.”

Adding to this Sanjay Dwivedi, Group CEO and Group CFO, Balaji Telefilms Ltd, said, “The market response has been exceptional and far beyond our upper-case scenarios. Astrology and spiritual wellness form a large, recurring-use digital category, and Balaji Astro Guide strengthens our diversification beyond traditional media. We expect this to become a meaningful contributor to our digital revenue over the next 12–18 months.”

With Balaji Astro Guide, the company signals its intent to build long-term digital IP beyond entertainment, positioning itself at the intersection of content, culture, and consumer-tech. The early numbers indicate that Balaji Telefilms is building a scalable digital ecosystem.


