



Date: - 13<sup>th</sup> February, 2023.

To,  
The Listing Department  
**National Stock Exchange of India Ltd.**  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex,  
Bandra (E)  
Mumbai – 400 051.

**NSE SYMBOL: BTML**

Dear Sir/Madam(s),

**Sub: Press Release.**

**Ref: Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015**

Please find enclosed the Press Release on the launch of Mega Film & Entertainment Production Hub by Bodhi Tree Multimedia Limited. The Project was announced by Mr. Eknath Shinde, Honourable Chief Minister of Maharashtra.

Thanking you

**For and on behalf of the Board of the Directors of  
BODHI TREE MULTIMEDIA LIMITED**

**MAUTIK AJIT TOLIA**  
**Managing Director**  
**DIN: 06586383**



## **BODHI TREE MULTIMEDIA LIMITED**

507, 5<sup>th</sup> Floor, Reliable Business Centre Commercial Premises Co op Soc Ltd, Anand Nagar, Opp Heera Panna Shopping Centre,  
Oshiwara, Jogeshwari (west), Mumbai. 400 102 Tel.: 022 40101293 Email: info@bodhitreemultimedia.com  
www.bodhitreemultimedia.com CIN - U22211MH2013PLC245208



**Bodhi Tree Multimedia Limited**

## **Bodhitree Multimedia To Launch Mega Film & Entertainment Production Hub – The Dharmaveer Media City Project Announced By CM Eknath Shinde**

MUMBAI, India – Thane will be the location of a brand-new film city, which will provide the film industry with access to cutting-edge facilities and services while also fostering regional economic growth. The chief minister of Maharashtra unveiled a new project, 'The Dharmaveer Media City' to be developed by Bodhitree Multimedia in association with Suman Entertainment.

Chief Minister Honourable Shri Eknath Shinde in his tweet shared, Felt Happy to unveil Dharmaveer Media City

[https://twitter.com/mieknathshinde/status/1624101197908185088?s=46&t=8rFse4pCIWQAqA\\_1gOMWrg](https://twitter.com/mieknathshinde/status/1624101197908185088?s=46&t=8rFse4pCIWQAqA_1gOMWrg)

**Mautik Tolia, the director of Bodhitree Multimedia Ltd, expressed his excitement by stating,** "We are thrilled to announce the development of Dharmaveer Media City. India is a sleeping giant when it comes to creative talent in film and entertainment content production. This can be harnessed effectively by global filmmakers and platforms. India will provide them with the tools to deliver both- cost effective and top quality creative content, with an investment of 1000 crore to be infused into the project over various phases. "The infrastructure that this Media city will offer will outdo the best global facilities."

***The company will be creating a separate subsidiary for the purpose of this project.***

The media city, specially created for the needs of the film, television, and OTT industries, will be built on a hub-and-spoke model and **spread across an area of 1000+ acres near Thane District. Dharmaveer Media City and its ancillary activities will bring in an inflow of more than Rs 10,000+ crores of revenue and create more than 1,00,000 job opportunities once all the phases are completed.** Dharmaveer Media city will feature facilities for international-standard filming, as well as tourism, & a skill development institute. It will also provide future proof production and post production technologies to attract foreign filmmakers to India.

The Indian Media & Entertainment (M&E) sector is resurging and expected to reach above INR 2 trillion by 2024. 80% of revenues will be generated through television, films, digital media, animation and VFX, and music. The rise of OTT platforms,



## **Bodhi Tree Multimedia Limited**

increased internet penetration, and smartphone usage are giving a boost to content consumption in India. In spite of being a trillion-dollar industry, it is ironic that the Indian M&E industry does not have the physical or human infrastructure to leverage new-age technologies like VR, AR, or the meta-verse, despite the unparalleled opportunities.

**The presence of shooting locations alone is not sufficient to attract filmmakers and production houses. Supporting infrastructure is required to enhance the viability of the region and location for shooting films and provide a significant advantage over other locations in other regions.** Lack of skilled manpower increases the cost and time of productions, thereby acting as a deterrent for filmmakers to shoot. **Dharmaveer Media City aims to be the solution to all these deterrents.** The project, **with an aim to match the international standards of filmmaking, will encourage all phases of film production and offer various amusements to the public.** The Dharmaveer Media City will boost the real estate sector, provide employment for residents, **generate local revenue, bolster local businesses, and increase use of otherwise unused facilities in Thane Region.**

### **About Bodhi Tree Multimedia Ltd ([www.bodhitreemultimedia.com](http://www.bodhitreemultimedia.com))**

Incorporated in 2013, BTML is primarily engaged in content production for television, films and other digital platforms. The business operates in 3 key segments that are TV - Hindi General Entertainment Channels (GECs), Digital Platforms (OTT), and Regional shows in multiple languages. The company produces big or small films, TV serials for various TV channels in India and abroad. The company has produced shows across multiple languages - Hindi, Tamil, Marathi, Gujarati and Bengali. Shows encompass all genres - drama, thriller, horror, comedy and lifestyle. It has produced a robust line up of more than 30 shows since its inception across most major broadcasters and OTT platforms. It has produced more than 1500+ hours of content on Television and OTT and works with 10+ broadcasters / OTT platforms. The company was founded by Mautik Tolia and Sukesh Motwani.

#### **Disclaimer**

This document may contain certain forward-looking statements within the meaning of applicable securities law and regulations. These statements include descriptions regarding the intent, belief or current expectations of the Company or its directors and officers with respect to the results of operations and financial condition of the Company. Such forward-looking statements are not guarantees of future performance and involve risks and uncertainties, and actual results may differ from those in such forward-looking statements as a result of various factors and assumptions which the Company believes to be reasonable in light of its operating experience in recent years. Many factors could cause the actual results, performances, or achievements of the Company to be materially different from any future results, performances, or achievements. Significant factors that could make a difference to the Company's operations include domestic and international economic conditions, changes in government regulations, tax regime and other statutes. The Company does not undertake to revise any forward- looking statement that may be made from time to time by or on behalf of the Company.