

MILLITOONS ENTERTAINMENT LIMITED

Regd. Office: 8-2-268/K/7&8, Ground Floor, Sagar Society

Road No. 2, Banjara Hills, Hyderabad – 500 034, T.S.

CIN: L74110TG1985PLC051404;

Website: www.millitoons.com

Contact No.: 040 3192 3239;

Email ID: info@millitoons.com

March 07, 2017

To
Listing Department
BSE Limited

Dear Sir,

Sub: Acquisition of rights for online media

As you are aware the Company runs channels on online platforms under the brand name of "TVNXT" and has channels named TVNXT Kidz, TVNXT Telugu, TVNXT Kannada, TVNXT Devotional etc.,. The same can be viewed on YouTube on the following link:

https://www.youtube.com/channel/UCIz42pf8TnHm8K_exdtTA_Q/featured

These channels are currently in their **soft launch stage. In the soft launch itself, these Channels have already attracted more than 2.43 Crore views (24.3 million views).** The same may be viewed on the following link:

https://www.youtube.com/channel/UCIz42pf8TnHm8K_exdtTA_Q/about

Further, the Company is in the process of launching these channels on various other platforms including live streaming on its own website and **developing apps for Android, IOS and other devices on a grand scale** after completing its content acquisition targets for the commercial launch as decided internally by the Company.

The Company currently owns over 40,000 features of comic content, huge library of cartoons, animation, feature film rights comprising of more than 500 episodes of animation and more than 1000 properties in Kannada, Telugu and Hindi languages.

The Company has now acquired further rights of over 500 feature films in Tamil and Telugu languages. The current acquisition shall enable the Company to enter into the Tamil Language segment and also add more strength to its existing Telugu language segment.



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It may not be out of context here to mention that this library of rights owned by the Company has huge commercial value.

The Company can proudly claim to be one of the few companies having such a huge library.

This is for your information and dissemination to general public.

**for Millitoons Entertainment Limited
(Scrip Code: 540023 | Scrip ID: MIENT)**



**Monica Shrikant Gehlot
Company Secretary**

