



## **MEDIA RELEASE**

### **Jio and Roy Kapur Films in landmark multi-year deal for Original Digital Content**

**Mumbai, 27<sup>th</sup> September 2017:** Reliance Jio Infocomm Ltd. (Jio) and Roy Kapur Films (RKF), a leading film and media production company founded by Siddharth Roy Kapur, today announced an association wherein original digital video content for the Jio platform will be curated, developed, commissioned and creatively produced by Roy Kapur Films. This will include finite and continuing series, long form and short form content across genres, and over time, 'First on Jio' feature films. RKF will tap into the vibrant content production ecosystem in India and together with Jio's cutting edge technologies, power the Jio platform with a robust content pipeline of Jio Originals. This exclusive content will be available to more than 128 million Jio subscribers all over the country, an unparalleled reach compared to any other digital platform showcasing original content in India.

Speaking on the association, Jyotindra Thacker from Jio said, "India is the leading country in the world for mobile data usage, and a significant part of this usage is driven by video content. Jio currently carries over 5.5 crore hours of video daily on its network, already making it one of the largest and most superior mobile video networks globally. This association with Roy Kapur Films will help us to power forward towards our goal of delivering the highest quality video entertainment content to our mobile subscribers. Over the last decade, Siddharth has developed and produced some of the most commercially successful and creatively pathbreaking movies in Indian cinema, and we are happy to partner with him in the creation of a creative ecosystem that enables everyone to fully live and experience the Jio Digital Life."

Siddharth Roy Kapur said, "Jio's digital platform offers an unparalleled opportunity to produce and deliver high quality and world-class entertainment content at scale. Content that can be watched all over India, across all demographics and best of all completely at one's convenience, across all screens mobile, tablet, laptop and TV. Never before has so much entertainment been so accessible to so many. Our goal is to provide Jio subscribers with a wide variety of content that caters to their diverse tastes and sensibilities, and keeps them coming back for more. Partnering with Jio to produce digital video content and sharing in its long term vision for an Indian digital revolution and global digital leadership is truly exciting!"

This unique collaboration between RKF and Jio marks a milestone in the confluence between the rapidly evolving entertainment, technology and telecom sectors in India.

#### **About Reliance Jio Infocomm Limited:**

Reliance Jio Infocomm Limited ("Jio"), a subsidiary of Reliance Industries Limited ("RIL"), has built a world-class all-IP data strong future proof network with latest 4G LTE technology. It is the only network conceived and born as a Mobile Video Network from the ground up and supporting Voice over LTE technology. It is future ready and can be easily upgraded to support even more data, as technologies advance on to 5G, 6G and beyond.

**Reliance Jio Infocomm Limited:** CIN U72900MH2007PLC234712

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Jio will bring transformational changes in the Indian digital services space to enable the vision of Digital India for 1.2 billion Indians and propel India into global leadership in digital economy. It has created an eco-system comprising network, devices, applications and content, service experience and affordable tariffs for everyone to live the Jio Digital Life. As part of its customer offers, Jio has revolutionised the Indian telecom landscape by making voice calls for Jio customers absolutely free, across India, to any network, and always. Jio makes India the highest quality, most affordable data market in the world so that every Indian can do Datagiri.

**Reliance Jio Infocomm**

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