

March 20, 2018

To
The Manger – Listing Department
National Stock Exchange of India Limited,
Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex, Bandra (E),
Mumbai – 400 051

Sub: Press release to National Stock Exchange of India Limited (“Stock Exchange”)
Ref: Silly Monks Entertainment Limited (SYMBOL: SILLYMONKS)

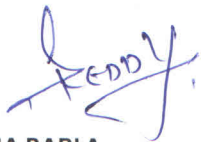
Dear Sir/Madam,

Pursuant to Regulation 30 of Securities Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI (LODR) Regulations, 2015), please find attached herewith the press release of Silly Monks Entertainment Limited (the “Company”). Silly Monks and GTN Entertainment Strikes big at **FILMART 2018, Hong Kong with “CHANAKYA”**.

You are requested to take the same on your records.

Thanking You,

FOR SILLY MONKS ENTERTAINMENT LIMITED



SUSHMA BARLA
COMPANY SECRETARY & COMPLIANCE OFFICER



ENCL.: As above



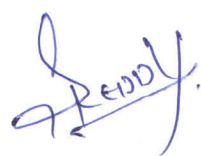

SILLY MONKS AND GTN ENTERTAINMENT STRIKES BIG AT FILMART 2018, HONG KONG WITH CHANAKYA

Hong Kong, 20th Mar 2018: Day one at the Filmart 2018 at Hong Kong, March 19th, ended with a bang when the Hyderabad based digital entertainment company Silly Monks Entertainment and GTN Entertainment, Chennai showcased live-action TV series Chanakya drawing the attention of buyers worldwide. Immense interest led to fruitful negotiations with several territories spanning SE Asia, Japan, Korea as well as North America. The story of the progenitor of political ethos world wide through his writings, Chanakya, drew accolades for the unique style treatment the team had brought on board.

20th March, Day two at Filmart proved to be a great start off the running blocks for this formidable team. With deals closed with Chinese territory for TV and Internet rights, for around \$5,00,000 within the first hour, the team is hopeful to close the territories for Japan, Korea, Indonesia, Taiwan, Malaysia and Thailand by the end of day.

When you start with a path-breaking story, it remains to be said that the treatment and it's acceptance by audiences are what take it to the next level. What makes these amazing responses all the more unique is that the story is truly Indian at the core, given it's roots in Indian heritage and yet the universal appeal that has made it such a draw for the world audiences.

Sanjay Reddy had only this to say – *“We came here to tell a story. A story that is truly a #MadeinIndia project, a dream project to retell a story that is so deeply entrenched in our heritage as Indians that it can only be shared with the world in the hopes to making it better. We are hoping for great things to come in the days ahead when we head home to bring the story to fruition.”*



निवर्तन

100 x 30'

