



Press Release

ALTBalaji's biggest show of the year – BOSE: Dead/Alive to soon stream on the app and the website

Kolkata, 13th November, 2017: ALTBalaji's most anticipated and the biggest show of the year - BOSE: Dead/Alive is finally here! #ALTBalajiOriginal BOSE: Dead/Alive will soon be streaming on the ALTBalaji app and the website. It's a show based on India's biggest coverup, and nothing like any web series the audience has ever seen before.

BOSE: Dead/Alive, not only unfolds the truth that lies behind the mystery and rumour around Netaji's death and India's biggest coverup, but also throws light on the various aspects of his life and how it all started for him.

Starring Rajkumar Rao as Bose, ALTBalaji has gone an extra mile when it comes to portrayal of integral characters like Hitler, Gandhi, Nehru and with the minutest details being researched, planned and executed to precision.

Talking about the show Manav Sethi, CMO ALTBalaji said. "It's not easy to approach a subject and narrative like this as not many facts about his life and death are documented and available publicly. The team researched for 6 months and then took another 10 months to write the show. We then took almost 8 months to shoot it across Mumbai, Leh, Kolkata, Poland and Thailand. Something at this scale has never been done before in India for a web show. Bose: Dead/Alive is our biggest show of the year. And for first time since the launch, #ALTBalajiOriginal BOSE: Dead/Alive is also available to JIO consumers on JIOCinema. Our endeavour is to bring to our audience stories that have never been told earlier or in a particular way, same will reflect in 50 concepts that are at various stages of execution! And that's why as per AppAnnie we are India's biggest platform for original shows within 6 months of launch and top 3 by revenue!"

Directed by Pulkit and creative produced by Hansal Mehta, this season of Bose: Dead/Alive has 9 episodes which will stream on the ALTBalaji app and the website on the 20th November 2017, so go download the app and get ready to treat yourself to a magnificent cinematic experience like never seen before.

About ALTBalaji

Balaji Telefilms foray into original shows on digital platforms, ALT Digital Media Entertainment Limited is a wholly owned subsidiary of Balaji Telefilms Ltd. A multi-device Video On Demand Platform, ALTBalaji gives audiences the content they want to watch - whenever, wherever and however. ALTBalaji's offerings include premium, disruptive content and original series across genres. With originality, courage and relentlessness at its core, ALTBalaji's content stands out for

being avant-garde, non-conformist, inclusive and effervescent. ALTBalaji is here to set new standards and benchmarks in giving digitally connected contemporary audiences.

For further information:

Sreeraj Mitra / Kaushik Chatterjee / Tulika Bhaduri

Sagittarius.Inc

Ph: [9007307884](tel:9007307884) / [8697719304](tel:8697719304) / [8697719306](tel:8697719306)