

Date: May 29, 2024
Ref. No.: IFL/COM/2024-25/015

To,
The National Stock Exchange of India Limited Exchange,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051

Symbol: INSPIRE

Subject: Company Update – Inspire Films Limited to launch its own original label "Freshh Mint"

Sir/Madam,

Inspire Films Limited is happy to unveil a significant milestone for the company. We are proud to introduce our latest venture "**Freshh Mint**," our very own digital label for Original IPs (Intellectual Properties). This exciting launch not only strengthens our creative journey but also opens new avenues of revenue generation. Through Freshh Mint, we will tap into the additional streams of income by exploring exhibition, distribution, licensing and merchandising opportunities.

About Freshh Mint:

Targeting young adults, Freshh Mint will offer a captivating mix of long-form and short-form web series, along with quick-hit content known as "Mint Shorts." These offerings are meticulously crafted to resonate with the dynamic and vibrant spirit of today's youth. By providing a variety of formats, we aim to cater to different viewing preferences, whether our audience seeks the immersive experience of a full series or the convenience of shorter, bite-sized content that can be enjoyed on the go.

India boasts the largest youth population in the world, with over 700 million individuals under the age of 35. This demographic represents a vast and diverse audience with unique tastes, interests, and challenges. Freshh Mint is dedicated to creating engaging content that speaks directly to this youthful population, capturing the essence of their experiences and aspirations. Our narratives will explore contemporary themes relevant to young people, from urban and rural backgrounds alike, ensuring that our stories are both relatable and reflective of the diversity within India.

Through Freshh Mint, we aim to bring a fresh perspective to the lives of young people, showcasing stories that inspire, entertain, and provoke thought. Our characters will reflect the multifaceted nature of our audience, providing representation and resonance across various social and cultural backgrounds.

What to Expect:

- **Engaging Stories:** Original narratives that explore contemporary themes and challenges faced by teens and young adults.
- **Diverse Formats:** Enjoy our content in both long-form and short-form series, perfect for binge-watching or quick, on-the-go viewing.
- **Relatable Characters:** Meet characters from urban as well as rural India that reflect the diverse experiences and backgrounds of our target audience.

- **Fresh Perspectives:** Our platform will bring a fresh perspective to the lives of young people, showcasing stories that inspire, entertain, and provoke thought.

Platform Launch:

We are excited to start Freshh Mint as a YouTube channel, where we will premier our content and build a community of engaged viewers. With an initial launch on YouTube, we will build a community of engaged viewers, featuring content that includes celebrities, influencers, and television stars. As we grow, our presence will expand across multiple platforms, reaching an even wider audience and solidifying Freshh Mint as a premier destination for youthful, original content.

For INSPIRE FILMS LIMITED

(Formerly known as Inspire Films Private Limited)

Drishti Dawara
Company Secretary & Compliance Officer
Place: Mumbai