

Ref.No. IFL/COM/2024-25/028

Date: 9th August, 2024

To,
The Secretary
National Stock Exchange of India Limited
Exchange Palza Bandra Kurla
Complex Mumbai – 400051

Symbol: INSPIRE

Subject: Intimation under Regulation 30 of SEBI (Listing Obligation and Disclosure Requirements) Regulation, 2015

Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, as amended and in terms of other applicable laws, if any, please find attached press release.

Kindly take the same in your records.

Thanks & Regards

For Inspire Films Limited
(Formerly known as Inspire Films Private Limited)

Yash Patnaik
Managing Director

Place: Mumbai



Inspire Films Launches Freshh Mint YouTube Channel with Exciting Premiere of 'Aukaat Se Zyaada'

Mumbai 9th August 2024 – Inspire Films Limited. (NSE – **INSPIRE**), one of the leading content creation and production company, announced the launch of its latest venture, Freshh Mint, a YouTube channel tailored to the dynamic spirit of young adults. Freshh Mint will feature a mix of long-form and short-form web series, along with quick-hit content called "Mint Shots," all designed to resonate with the vibrant and diverse youth of India.

With over 700 million individuals under the age of 35, India's youth represent a vast and varied audience. Freshh Mint aims to engage this demographic by offering original narratives that explore contemporary themes and challenges relevant to teens and young adults from both urban and rural backgrounds. The channel's content will feature relatable characters and fresh perspectives, providing stories that entertain, inspire, and provoke thought.

Timeline of Actions:

- 12th August - unveiling of Freshh Mint's First Look and Poster launch of Aukaat Se Zyaada, Freshh Mint's 1st asset.
- 13th August -Trailer launch of Aukaat Se Zyaada making channel's debut on YouTube
- 14th August - Special rendition of National Anthem by Uddhav and Dony featuring actors of Aukaat Se Zyaada
- 15th August - Aukaat Se Zyaada premieres its first 2 episodes on Freshh Mint

About "Aukaat Se Zyaada":

"Aukaat Se Zyaada" is a gripping web series that dives into the lives of young adults navigating the challenges and aspirations of modern life. The first two episodes promise to deliver intense, relatable stories that will leave viewers eagerly anticipating more.

Commenting on the performance, Mr. Yash Patnaik, Managing Director of Inspire Films Limited, said, "The launch of Freshh Mint marks an exciting new chapter for us as we cater to the vibrant youth of India with content that is as dynamic and refreshing as the channel's name suggests. Just as fresh mint invigorates the senses, we believe our content will resonate with and refresh the minds of our audience.

Freshh Mint represents a significant step forward for Inspire Films, offering us the opportunity to own and control our original content, along with its intellectual property rights. This strategic ownership allows us to translate our stories into multiple languages, making them accessible to diverse audiences across different regions.

Our vision is to craft stories that entertain, inspire, and provoke thought, providing a platform where young adults can see their experiences reflected and their voices heard. We look forward to building a vibrant community of viewers and expanding our reach as we continue to deliver compelling and engaging content in the future."

Freshh Mint will launch on YouTube, aiming to build a community of engaged viewers. The channel will feature content with celebrities, influencers, and television stars, enhancing its appeal and reach. As Freshh Mint grows, it plans to expand its presence across multiple platforms, reaching an even wider audience and solidifying its position as a premier destination for youthful, original content.

About Inspire Films Limited

Inspire Films Limited, established in 2012 and headquartered in Mumbai, stands as a dynamic force in content creation, production, and distribution across television and digital platforms. With a focus on immersive storytelling, the company operates in TV (Hindi GEC), OTT, and regional content, offering bespoke services through Commissioned Content, co-producing Originals, and Licensing/Distribution. Inspire Films engages in comprehensive roles, including project financing, talent acquisition, and meticulous oversight throughout production phases, continually striving to captivate audiences with compelling narratives.

Renowned for collaborations with major networks like Sony Entertainment, Jio Cinema, Hotstar, MX player Colors, Disney+Hotstar and many more, Inspire Films boasts a portfolio of over 35 shows and web series, solidifying its status as an industry powerhouse. The Company got listed on NSE Emerge Platform on October 2023.

For FY24, the Company has reported Total Income of ₹ 30.44 crore, with EBITDA of ₹ 5.78 crore & Net Profit of ₹ 2.57 crore

Disclaimer

Certain statements in this document that are not historical facts are forward looking statements. Such forward-looking statements are subject to certain risks and uncertainties like government actions, local, political or economic developments, technological risks, and many other factors that could cause actual results to differ materially from those contemplated by the relevant forward-looking statements. The Company will not be in any way responsible for any action taken based on such statements and undertakes no obligation to publicly update these forward-looking statements to reflect subsequent events or circumstances.

For Further Information Please Contact Corporate Communication Advisor



Kirin Advisors Private Limited

Sunil Mudgal – Director

sunil@kirinadvisors.com

+91 98692 75849

www.kirinadvisors.com