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POOJA ENTERTAINMENT AND FILMS LTD.

[FORMERLY KNOWN AS DEAL (INDIA) LTD.]

Regd. Off. · Pooja House, 5th Floor, CTS No. 892-893, Juhu Tara Road, Opp. J. W. Marriott Hotel, Juhu, Mumbai - 400 049.
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CIN No : L99999MH1986PLC040559

Date: 23rd September, 2016.

To,
The General Manager,
Department of Corporate Services,
Bombay Stock Exchange (BSE),
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai 400001.

**Subject: Strategic Alliance with Purple Pebble Pictures founded by
Priyanka Chopra**

Script Code: 532011

Dear Sir,

The Company has entered into a strategic alliance with Pebble Pictures Pvt Ltd a company founded by Priyanka Chopra to develop and create high quality Punjabi film content via co-production.

The first movie to be co-produced would be "Sarvann" directed by Karan Guliani, starring Amrinder Gill, Ranjit Bawa and Simi Chehail.

Kindly note the same.

For Pooja Entertainment and Films Limited

**Ms. Poonam Pokiya
Company Secretary**

