



Date: 30.04.2025

To, The Listing Compliance <b>NATIONAL STOCK EXCHANGE OF INDIA LTD.</b> Exchange Plaza, C-1, Block G, Bandra Kurla Complex, Bandra (E) Mumbai – 400051  <b>NSE SYMBOL: BTML</b>	To, Manager Department of Corporate Services, <b>BSE LIMITED</b> P. J. Towers, Dalal Street, Mumbai – 400 001.  <b>BSE SCRIP: 543767</b>
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Dear Sir/Madam,

**Subject: Press Release pursuant to Regulation 30 of SEBI (LODR) Regulation's, 2015.**

**Ref: - Press Release – Bodhitree Multimedia Limited, Madlab Films, and Universe of ideas announces the launch of Madlab Alpha Private Limited, India's first high-concept content studio.**

With reference to the captioned subject, please find enclosed herewith the press release for Bodhitree Multimedia Limited, Madlab Films, and Universe of ideas announces the launch of Madlab Alpha Private Limited, India's first high-concept content studio.

Please take the same on record.

Thanking you.

Yours faithfully

Thanking You,

For **BODHI TREE MULTIMEDIA LIMITED**

Mautik  
Ajit Tolia

Digitally signed by  
Mautik Ajit Tolia  
Date: 2025.04.30  
11:44:58 +05'30'

**MAUTIK AJIT TOLIA**  
**MANAGING DIRECTOR**  
**DIN: 06586383**



**BODHI TREE MULTIMEDIA LIMITED**

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## **Madlab Alpha Private Limited sets out to rewrite the rules of Films & Premium OTT content – one disruptive story at a time**

*~ A bold new partnership between Bodhitree Multimedia Ltd, Madlab films and Universe of Ideas set to create and produce borderless content ~*

**Mumbai, 30<sup>th</sup> April, 2025 - Bodhitree Multimedia Limited, Madlab Films, and Universe of Ideas** announces the launch of **Madlab Alpha Private Limited**, India's first high-concept content studio. In a bold move set to recalibrate the landscape of Indian cinema & OTT content, *Madlab Alpha Private Limited* announces its official launch today. Madlab Alpha Private Limited is designed to be a launchpad for next-generation storytellers — a home for disruptive, and genre-defining narratives that challenge the status quo.

At a time when cinema finds itself saturated with formulaic storytelling and declining creative standards, Madlab Alpha Private Limited steps in to fill a crucial need gap. Positioned at the bleeding edge of cinematic innovation, the studio promises to champion bold voices, daring visions, and ground-breaking concepts that traditional systems have often overlooked

Madlab Alpha Private Limited studio is dedicated to crafting genre-bending films and series, innovation-led series, ushering an era of unconventional storytelling in India with the potential to entertain and engage global audiences. The new creative alliance brings together **Madlab Films'** creative depth, **Bodhitree Multimedia's** business acumen, and **Universe of Ideas'** talent stewardship and network to champion a future-forward content ecosystem.

In an industry too often dominated by cookie-cutter formulas, *Madlab Alpha Private Limited* promises to be the much-needed laboratory for cinematic innovation — a space where imagination runs riot, and limits are meant to be shattered.

Madlab Alpha Private Limited will focus on producing premium content that blends cinematic storytelling with experimental and disruptive formats. The studio will leverage AI-assisted production workflows, immersive storytelling technologies, and other new-age tools to streamline execution without compromising creative ambition. Madlab Alpha Private Limited is envisioned as a creative ecosystem, mentoring emerging voices, amplifying diverse perspectives, and pushing the boundaries of storytelling. Currently, the studio is developing a pipeline of *cerebral thrillers, dystopian sagas, speculative dramas, and interactive storytelling experiences*, reflecting a commitment to bold, forward-thinking narratives.

**Gaurav Shukla**, the creator and producer of *Asur*, and **Abhijeet Khuman**, both producers at **Madlab Films**, added, *"With the rise of OTT platforms and global content, audience taste, especially in India, has evolved rapidly. This shift is impacting conventional commercial cinema,*

*as we're seeing more viewers gravitate towards fresh, bold narratives. It's high time we acknowledge this change and create stories that speak to this new sensibility. With Madlab Alpha Private Limited, we aim to tell the kind of stories others shy away from—merging craft with technology to deliver content that truly resonates. Together, we're committed to delivering bold, original, and scalable content that speaks to a new generation of viewers."*

**Darshana Bhalla, Founder & CEO, D'Artist Talent Ventures and Universe of Ideas**, added, *"At its core, Madlab Alpha Private Limited is about empowering new voices and building a collaborative creator ecosystem. We believe in nurturing and mentoring emerging talent, offering them mentorship, resources, and a platform that values originality, craft, voice, and diverse perspectives on the global stage, fostering a space where originality thrives."*

Talking about the partnership, **Mautik Tolia, MD, Bodhitree Multimedia Ltd**, added, *"Madlab Alpha Private Limited represents a bold leap into the future of storytelling. This partnership marks a pivotal evolution in our content strategy, reflecting our commitment to shaping the progress and success of the industry. Together with Gaurav, Darshana, and Abhijeet, we are investing in the future of storytelling—one that is bold, disruptive, and unapologetically narrative-first. We're building more than a studio, that's agile, and one that is built to scale across formats and geographies."*

Pushing the bars of innovation in storytelling, Madlab Film's on the other hand, has created critically and commercially acclaimed OTT series Asur. Bodhitree Multimedia virtually shot and released the Indian psychological thriller miniseries The Gone Game during the pandemic and also produced critically acclaimed show 'Class'. Universe of Ideas is an IP creation company emerging from the leading talent management firm D'Artist Talent Ventures

Madlab Alpha Private Limited is launched as a subsidiary of Bodhitree Multimedia Limited and set to deliver a slate of projects that resonate far beyond India's borders.

### **About Bodhitree Multimedia Limited**

Bodhitree Multimedia Limited was founded by Mautik Tolia and Sukesh Motwani as a leading Indian entertainment content production company. With over 3000+ hours of content produced across 50+ shows for major broadcasters and OTT platforms, Bodhitree specializes in drama, thriller, horror, comedy, and lifestyle genres. Their services encompass producing, directing, writing, dubbing, mixing, subtitling, content editing, and localization for a variety of media, including television, films, and digital platforms, operating primarily on a B2B business model.