

October 10, 2024

Listing Department,
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Bandra Kurla Complex,
Mumbai-4000051

Scrip: THESL

Sub: Press Release

Ref: Information under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Dear Sir,

Please find enclosed a Press Release on “*Update on the Multi-City UdanKhatola Tour by Ballimaaraan*”.

Kindly arrange to disseminate and display the same on your Notice Board for the purpose of information.

Thanking You

Yours Faithfully

For Thinking Hats Entertainment Solutions Limited

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Date: 2024.10.10
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Gaurav Singhania

Whole-time Director & CFO

DIN: 08868413

Update on the Multi-City UdanKhatola Tour by Ballimaaraan

Mumbai, October 10, 2024

Thinking Hats Entertainment Solutions Limited (NSE Emerge: THESL): We are excited to announce that “**Ballimaaraan**”, the iconic musical band led by actor, singer, and lyricist “**Piyush Mishra**”, will be touring across 15 cities. The tour kicks off in Kolkata on November 9, 2024 followed by performances in Ahmedabad on November 23, 2024, Vadodara on November 24, 2024, Indore on November 30, 2024, Bhopal on December 1, 2024, Pune on December 8, 2024, Thane on December 21, 2024, Raipur on January 12, 2025, Hyderabad on January 18, 2025, Bengaluru on January 25, 2025, Gurugram on February 22, 2025, Chandigarh on February 23, 2025, Lucknow on March 1, 2025 and Kanpur on March 2, 2025. The tickets for the same are live on BookMyShow. More cities will be added in the tour going forward.

Curated by Tamboo Entertainment and jointly produced by THESL and Tamboo Entertainment, this IP aims to expand over the coming years. “**Ballimaaraan**” a musical genre in itself known for its unique musical style, enjoys a loyal fan following due to Piyush Mishra’s soul-stirring lyrics, the band’s distinct music, and the inherent satirical edge, found in their songs. Hits like ‘**Aarambh**’, ‘**Husna**’, and ‘**Ghar**’ resonate with fans across generations. The “**UdanKhatola**” tour as the name suggests is an ode to Piyush Mishra and his genius mind, which is always restless, a flying machine, soaring freely through the realms of life. It reflects his insatiable thirst for exploration and constant endeavour to experiment with his craft. This tour is a manifestation of that flight - a journey through his thoughts, memories and craft.

As the tour progresses, it will culminate in the launch of Piyush Mishra’s first-ever album titled “**UdanKhatola**”, marking a significant milestone in his musical journey. The first leg of the tour begins in Kolkata on November 9, 2024 and the tour is expected to grow across the country, contributing to the growth of our company and unlocking opportunities for future IPs and scalable concepts, driving revenue through FY 2025 and in future.

Disclaimer

This press release includes forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events. Such statements involve known and unknown risks, uncertainties and other factors that may cause actual results to differ materially. Such factors include, but are not limited to, changes in local and global economic conditions, our ability to successfully implement our strategy, the market acceptance of and demand for our products,

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Press Release



our growth and expansion, technological change and our exposure to market risks. By their nature, these expectations and projections are only estimates and could be materially different from actual results in the future.

About Thinking Hats Entertainment Solutions Limited

Thinking Hats Entertainment Solutions (THESL) is India's leading Entertainment and Experiential Marketing Company with a strong focus on Content Development, Intellectual Property Curation and Tech Centric Product Development. Our 'Experience' encompasses diverse spaces such as Film Production, Event Curation & Management, Content creation for Streaming platforms, Retail Visual Merchandising and more. Our 'Agility' is showcased in our roster of varied and distinguished clients who range from leading corporate entities such as the Tata Group including Westside and Zudio, Goldman Sachs, McDonalds and Uber to media brands like The Times of India, HT Media, Network 18 Media & Investments, Radio Mirchi and Fever Entertainment, to name a few of several. Our 'Game-awareness' is best seen in the leap we have taken from being specialists in event management to developing expertise in the growing field of content creation for online streaming platforms, namely OTT. For more information, log on to: <https://thes.in/>

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