

ALTBalaji, one of the top-3 grossing OTT apps on the Google Play Store turns up binge mood for June 2020

By : Editor Published On : 16 Jun, 2020 09:00 AM IST



INVC NEWS

Mumbai ,

Continuing to set milestones in its journey and breaking new ground, ALTBalaji is scripting the playbook for successful OTT platforms in India. So much so that with a strong content library that features 60+ originals, the ALTBalaji app ranks amongst the top-3 grossing apps on the Google Play Store. Thanking its viewers for their constant support, ALTBalaji makes the month of June a lot more interesting, by recommending a host of binge-worthy shows. As the one-stop destination for all things entertainment, rest assured that the platform will have the show for everyone and every mood.

If the viewer wants to deep dive into something mysterious, all they've got to do is catch the untold story of Bose: Dead/Alive that boasts a resounding IMDb rating of 9.0. Fans of the thriller genre can expect to be kept at the edge of their seat as they watch the gripping APharan that has an IMDb rating of 8.4. For the hopeless romantics out there, Broken But Beautiful, with an IMDb rating of 9.0, is a perfect watch. Another show that sets the mood for some couple goals is Karrle Tu Bhi Mohabbat that has an IMDb rating of 8.9. Fittrat with an IMDb rating of 8.6 is again the best bet for the ones looking to glam up their binge-watching experience. The Test Case with an IMDb rating of 8.5 celebrates womanhood in its finest while one can experience the madness that comes with motherhood by watching Mentalhood that has an IMDb rating of 8.0

In three years, the platform has grown from strength to strength and become a major player in the industry. Its resounding growth is reflected in its strong uptake of digital subscriptions with an average of 17,000 subscriptions added per day post lockdown vs. an average of 10,600 in March 2020 pre lockdown. In addition to the above, ALTBalaji recently added another feather in its cap by claiming four awards at the TalentTrack Awards 2020. The Best Actor Female (Drama/Thriller) was won by Jennifer Winget for her role as Major Monica Mehra in Code M, while FITTRAT claimed the Best Soundtrack accolade along with Harsh Dedhia bagging the much-coveted Best Director award for Broken But Beautiful. And what was certainly the biggest prize of the evening, ALTBalaji claimed the Digital Content Company of the year, a testament

to its growing legacy amongst Indian audiences.

ALTBalaji's shows are a healthy mix of thriller, drama, romance, youth drama, horror, comedy among others. Each show present on the platform, or in the pipeline, has been created keeping in mind the audience's interest across demographic and sociographic segments. ALTBalaji has built a legacy of creating iconic shows like Aphan, Mentalhood, Code M, Kehne Ko Humsafar Hain, Karle Tu Bhi Mohabbat, M-O-M: Mission Over Mars, Codd Lassi Aur Chicken Masala, The Verdict - State v/s Navati, Broken...But Beautiful, Ragini MMS Returns, Test Case, Bose among others which have been lauded by the audience and binge-watched aplenty.

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