



Date: 01.09.2026

To,
Department of Corporate Services
National Stock Exchange of India Limited,
Exchange Plaza, C-1, Block G, Bandra Kurla Complex,
Bandra (East) Mumbai 400051

Ref: SYMBOL: OPTIMYSTIX

Sub: Press Release

Dear Sir/Madam,

Please find enclosed the Press Release dated September 01, 2026 which is being issued by the Company.

The above information will also be made available on the Company's website, i.e. <https://optimystix.tv/investors/>.

You are requested to take the same on your record.

Thanking you,

Yours Faithfully,

For Optimystix Entertainment India Limited

Rajesh Darshan Bahl
Whole-time Director
DIN: 06652548



Press Release

Optimystix Entertainment India Ltd Produces a Powerful New Season of Crime Patrol, Anchored by Ajay Devgn

Crime Patrol – Crime Ka Current Season premiered on 31 August 2026 on Sony Entertainment Television and Sony LIV

Mumbai, 1st September, 2026: Optimystix Entertainment India Limited announces the launch of Crime Patrol – Crime Ka Current Season, the latest season of the iconic crime show franchise, featuring Ajay Devgn as its special host and anchor.

Produced by Optimystix Entertainment for Sony Entertainment Television, the new season premiered on 31 August 2026 and will air from Monday to Thursday immediately after Kaun Banega Crorepati. The show will also be available to stream on Sony LIV.

The latest edition brings a contemporary lens to crime-based storytelling, presenting compelling stories inspired by real cases while examining the circumstances, behavioural patterns and choices that can lead to crime. The season will also explore the impact of social media, digital culture, instant validation, changing emotions and the growing pressures of modern life on human behaviour.

Ajay Devgn will address viewers directly and guide them through the narratives, reinforcing the show's central message of remaining alert, informed and cautious without allowing fear to take over.

Crime Patrol holds a landmark place in Optimystix Entertainment's journey. As the original production house behind the show, Optimystix helped originate and shape the production legacy of Crime Patrol, building an association that now spans over 16 years and hundreds of episodes. Over the years, this pioneering work has enabled Optimystix to build a robust ecosystem and deep expertise in the crime-content genre, across multiple formats and properties.

The new season carries this legacy forward with a contemporary voice for today's television and digital audiences.

With its presence across both television and OTT, Crime Patrol – Crime Ka Current Season combines the franchise's legacy of socially relevant storytelling with a contemporary narrative approach designed to connect with audiences across platforms.

The launch further strengthens Optimystix Entertainment's position in the non-fiction and crime-content space and reflects the company's ability to create and produce large-scale content properties for both linear television and digital platforms.

Optimystix Entertainment India Ltd.

(Formerly known as Optimystix Entertainment India Pvt.Ltd.)

Regd.Ofice: 21 SVP Nagar, Jankidevi Public School Road, Near Versova Tel. Exchange, Andheri (W), Mumbai 400 053.

Tel: +91-22-4293 5000 web: www.optimystix.com CIN: U59113MH2000PLC129417



About Optimystix Entertainment India Limited

Optimystix Entertainment India Limited is a diversified media and Entertainment Company listed on NSE Emerge, with an established presence across television, feature films, OTT, digital content and animation. Over more than two decades, the company has created and produced some of India's most recognised entertainment properties, including Comedy Circus, Crime Patrol, Baalveer, Rising Star and Laughter Chefs, along with successful feature films such as OMG 2, Khel Khel Mein and The Diplomat.

As it enters its next phase of growth, Optimystix is focused on building owned and co-owned intellectual properties, expanding its film and regional-content portfolio, developing animation and digital-first businesses, and using technology and AI across the content value chain.

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