



July 26, 2018

The Secretary,
BSE Limited
Pheeroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
Scrip Code: 533261

The Secretary,
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai-400051
Scrip Code: EROSMEDIA

Sub: Press Release

Dear Sir/ Madam,

Please find enclosed herewith Press Release of Eros International Media Limited.

You are requested to kindly take the information on record.

Thanking you

Yours faithfully,

For Eros International Media Limited

Abhishekh Kanoi

VP- Company Secretary and Compliance Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

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Regd. Office: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502



Eros International forms a JV with veteran writer V. Vijayendra Prasad

The exclusive collaboration will celebrate cinema by jointly developing scripts, production & distribution of films and web-series

Mumbai – July 26, 2018: Eros International Media Ltd, a leading global company in the Indian film entertainment industry, today announced the formation of a joint venture with eminent veteran writer V. Vijayendra Prasad. Eros and V. Vijayendra Prasad have agreed to partner and jointly develop scripts, greenlight projects, produce & distribute films and web-series across Hindi, Telugu and Tamil languages.

Where one is the most accomplished storyteller, the other is a leading film studio with rich production and distribution knowledge and it's the coming together of two entities offering unparalleled joint expertise. Eros and Vijayendra Prasad last came together for *Bajrangi Bhaijaan*, which was a spectacular success worldwide including China. Applauded for his work in movies like *Baahubali*, *Makkhi* and *Magadheera* to name a few, V. Vijayendra Prasad is a name synonymous with stories that live forever. Setting this venture into motion, Mr. Prasad has already penned down 10 stories which will take shape on screen under this partnership. To bring these stories to life, the joint venture has also identified 8 to 10 leading directors under its umbrella that will be announced soon. These include a family action thriller by acclaimed Telugu director Sukumar, another thriller in Tamil and Telugu by S.S. Kanchi and Sriman making his Hindi directorial debut under the joint venture.

Speaking on the development, **Mr. Sunil Lulla, Managing Director, Eros International Media Ltd** said, *"It is an honor to collaborate with Vijayendra Prasad ji and we are thrilled to embark on this journey. His stories coupled with the vision of some of the best directors in the country being added to our content offering will strengthen our position as the destination for the finest cinematic experience. Our aim is to constantly create lasting IPs by collaborating with leading talent across Hindi and regional industries and delivering the best in entertainment."*



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Speaking on his partnership with Eros International, **Mr. V. Vijayendra Prasad** said, *"I am truly delighted to be associated with a leading studio like Eros International, who are undisputed leaders with the best global marketing and distribution infrastructure and I hope this announcement is the beginning of a long and successful journey together in presenting films that will be appreciated"*.

About Eros International Media Ltd

Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code: EROSMEDIA) is a leading global company in the Indian film entertainment industry that acquires, co-produces and distributes Indian films across all available formats such as cinema, television and digital new media. Eros International is part of Eros International Pie, which became the first Indian media Company to raise capital and be listed on the New York Stock Exchange. Eros International has experience of over three decades in establishing a global platform for Indian cinema. The company has a competitive advantage through its extensive and growing movie library comprising of over 2,000 films, which include Hindi, Tamil, and other regional language films. Eros International has built a dynamic business model by combining the release of new films every year with the exploitation of its film library. For more information please visit: www.erosintl.com

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