



**August 26, 2014**

The DCS – CRD  
Bombay Stock Exchange Limited  
Pheeroze Jeejeebhoy Towers,  
Dalal Street, Fort  
Mumbai 400 001

The DCS - CRD  
National Stock Exchange of India Limited  
Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No – C Block, G Block,  
Bandra Kurla Complex,  
Mumbai 400 051

Dear Sir/ Madam,

**Sub: Press Release**

**Ref: BSE Script Code: 533261; NSE Script Code: EROSMEDIA**

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**

A handwritten signature in blue ink that reads "Dimple Mehta". The signature is written in a cursive style and is positioned above the printed name.

**Dimple Mehta**

**Company Secretary & Compliance Officer**



**Encl:- Press Release**

**EROS INTERNATIONAL MEDIA LIMITED**

Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.  
Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com  
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.  
CIN No. L99999MH1994PLC080502



## **Eros International Media Limited and Viacom18 Motion Pictures Announce International Distribution Agreement**

**Mumbai, August 26, 2014:** Eros International Media Limited (“Eros”), a leading global film company in the India film entertainment industry and Viacom18 Motion Pictures, a division of Viacom 18 Media Pvt. Ltd, a joint venture operation in India between Viacom Inc. and the Network18 Group, announced today an international distribution agreement. The deal includes four-films: *Mary Kom*– directed by Omung Kumar and starring Priyanka Chopra,; *Gabbar*- directed by Krish starring Akshay Kumar & Shruti Hassan; *Golu Pappu*- directed by Kabir Sadanand and starring Dimple Kapadia, Vir Das and Kunal Roy Kapoor; and *Santa Banta*- directed by Akashdeep Sabir and starring Boman Irani and Vir Das.

**Pranab Kapadia, President, Marketing and Distribution for Eros International Plc** said, *“We are pleased to work with Viacom18 to present these highly anticipated films to overseas audiences. With our strong international distribution network and marketing capabilities, we anticipate that these films will have successful runs in overseas markets.”*

**Ajit Andhare, COO, Viacom18 Motion Pictures** said, *“Indian cinema caters to audiences not just in India, but globally. This multi-film alliance with Eros will provide the Indian fan base abroad a chance to experience our films that are rich in content and deliver cutting-edge narratives.”*

*Mary Kom*, the first of the films to be distributed internationally under this alliance, will release in over 250 screens on September 5, 2014.

### **About Eros International Media Ltd (Eros International)**

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 Plc, 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 1,100 films, which include Hindi, Tamil, and other regional language films for home entertainment distribution. 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 further information please visit: [www.erosintl.com](http://www.erosintl.com)

### **About ErosNow**

ErosNow is the company’s on-demand entertainment portal accessible anytime, anywhere on nearly any Internet-connected screen. The ErosNow platform currently offers users thousands of new and catalogue movies from Eros as well as other major Bollywood studios, a large selection of premium television content syndicated from major TV studios as well as thousands of music videos and audio tracks. Members have several options to consume content including through monthly subscriptions, download to rent and download to own – all without advertisements. ErosNow will continue to expand its content to include the company’s full film library, as well as further third party content. For further information please visit: [www.erosnow.com](http://www.erosnow.com)

### **About Viacom 18 Media Pvt. Ltd**

Viacom 18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc and the Network18 Group, (with interests in television, internet, filmed entertainment, mobile content & allied businesses, comprising brands like CNBC TV18, CNBC Awaaz, Newswire18, moneycontrol.com, CNN-IBN, IBN 7, Homeshop18 and E18 amongst others).

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CIN No. L99999MH1994PLC080502



# EROS

INTERNATIONAL

Viacom 18 Media Pvt. Ltd. operates six general entertainment channels - MTV, Nickelodeon, Vh1, ~~COI~~, ~~SONIC~~, Comedy Central and film business through Viacom18 Motion Pictures, that produces, acquires and distributes Hindi films. Viacom18 also runs Viacom's consumer products division in India. For more information on Viacom18, Viacom or Network18, log on to [www.viacom18.com](http://www.viacom18.com), [www.viacom.com](http://www.viacom.com) and [www.network18online.com](http://www.network18online.com) respectively.



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