



**August 31, 2015**

The DCS – CRD  
BSE 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

**Sub: Press Release**

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

Dear Sir/ Madam,

Please find enclosed herewith Press Releases 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 with a horizontal line underneath.

**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: Kailash Plaza, 2<sup>nd</sup> Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.  
CIN No. L99999MH1994PLC080502



PRESS RELEASE

## **Eros International joins hands with Excel Entertainment for worldwide rights of *Rock On 2***

**Mumbai, 31<sup>st</sup> August 2015:** Eros International Media Ltd (Eros International), a leading global film company in the Indian film entertainment industry, announced its association with Excel Entertainment for the worldwide release of *Rock On 2*.

Written and directed by debutant filmmaker, Shujaat Saudagar, *Rock On 2* is the eagerly awaited sequel to the rock musical drama, *Rock On*. While Farhan Akhtar, Arjun Rampal, Purab Kohli and Prachi Desai will reprise their roles from the original film, Shraddha Kapoor joins the star cast to play the lead role along with Farhan Akhtar for the first time.

Speaking on the announcement, **Jyoti Deshpande, Group CEO, Eros International Media Ltd** said, *"With Rock On 2, we continue our synergy with Excel after our previous successes like Zindagi Na Milegi Dobara and Dil Dhadakne Do. The sequel promises to be another heartwarming story high on content and entertainment"*.

Producer **Ritesh Sidhwani, Excel Entertainment Pvt. Ltd**, added, *"We are happy to associate with Eros International once again and look forward to our film getting the best release platform through their unparalleled reach and network."*

The film will be shot in Shillong, the rock capital of India.

### **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 2,000 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)



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## PRESS RELEASE

### **Eros International inks deal with Excel Entertainment & Dharma Production for *Baar Baar Dekho***

**Mumbai, 31<sup>st</sup> August 2015:** Eros International Media Ltd (Eros International), a leading global film company in the Indian film entertainment industry, has acquired the worldwide rights of **Excel Entertainment** and **Dharma Production's** upcoming ***Baar Baar Dekho***.

India's premier production houses Excel and Dharma are collaborating with leading studio Eros for the worldwide release of their soon-to-go-on-floor love story, *Baar Baar Dekho* starring **Katrina Kaif** and **Siddharth Malhotra**, marking the directorial debut of **Nitya Mehra**.

Speaking on the association, **Jyoti Deshpande, Group CEO, Eros International Media Ltd** said, *"We are delighted to join forces with two of the most notable production houses, Excel and Dharma, for this very interesting love story. With such creative forces behind the project, audiences can only expect the very best. Through this partnership, we hope to drive together the strategy for creating, marketing and distributing the film on a global platform"*.

Producer **Ritesh Sidhwani, Excel Entertainment Pvt. Ltd**, added, *"We are happy to associate with Eros International once again and look forward to our film getting the best release platform through their unparalleled reach and network."*

Co-Producer **Karan Johar, Dharma Productions**, added, *"We at Dharma are happy that we are joining hands with Excel for the first time and with Eros again, who make our old associates. 'Baar Baar Dekho' is a love-story in the making not just on the screen for Siddharth and Katrina, but at every level of creation, distribution and promotions for all the companies involved"*.

The film goes on floor in London on September 1. It will be shot across several international locations and will be released in 2016.



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### **About Dharma Productions**

Dharma Productions is a premier film production company in India. Founded by Yash Johar in 1976, the company is currently headed by his son Karan Johar who has evolved into a force to reckon with in the industry over the years. Under his unparalleled leadership, the company has been at the forefront of launching many careers, promoting good content and capturing the essence on changing dynamics of evolving India on the celluloid. From the iconic 'KuchKuchHota Hai' to the magnum opus 'Baahubali', Dharma's journey has now moved into a phase of collaborating and co-creating content with several visionaries and setting new standards for the industry.

For further information, please write to [info@dharma-production.com](mailto:info@dharma-production.com)

**For regular updates from us, follow us on twitter @DharmaMovies**

**Follow more about us, please visit: [www.dharma-production.com](http://www.dharma-production.com)**

### **For further information, please contact**

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