



## **Eros International and Hope Productions' *Ki & Ka* receives massive applause from audiences**

**Collects Rs. 46.79 crore gross worldwide in its opening weekend, with a gross box office of Rs. 34.54 crores in India and Rs. 12.25 crore overseas**

***Third biggest opening weekend of the year***

**Monday, April 4, 2016:** Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, has announced an impressive opening weekend for R Balki's *Ki & Ka* at the box office collecting **Rs. 46.79 crore gross worldwide – Rs. 34.54 crore gross (Rs 25.23 crore Net Box Office) in India and Rs. 12.25 crore (USD 1.85 million) overseas**, making it the third biggest opener this year. The film released in 1650 screens in India and 500 screens overseas.

With its contemporary, relevant and fresh concept, *Ki & Ka* starring Arjun Kapoor and Kareena Kapoor Khan is a fun and romantic film about breaking gender stereotypes. The film has been received with an extremely encouraging response from audiences, especially women and youth.

Speaking on the film's opening, **Nandu Ahuja, Sr. VP, India theatrical, Eros International Media Limited** commented, *"The fabulous response to this film goes to show how Indian audiences are welcoming and appreciating new unconventional concepts in Bollywood. The film has done especially well in all key metros and even tier two cities with positive word of mouth working for us"*.

**Pranab Kapadia, President, Marketing & Distribution, Eros International plc** added on the film's overseas performance, *"Ki & Ka's clutter-breaking concept has resonated well with the Indian diaspora in the overseas markets as well"*.

Director **R Balki** added, *"Audiences have given their verdict. I am happy that the film is being loved and appreciated by KIs and KAs all over"*.

### **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 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. 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)