September 17, 2013

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

The DCS–CRD,
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex
Mumbai-400051

Sub:- Press Release

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

Dear Sir/ Madam,

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

You are requested to take this information on record.

Thanking you

Yours faithfully,
For Eros International Media Limited

Dimple Mehta
Company Secretary & Compliance Officer

Encl:- Press Release

Eros International's Grand Masti receives unanimous thumbs up at the Box Office with Rs. 55.74 crore gross worldwide

- ***Fourth biggest opener of 2013 at Rs. 40.18 crore nett India -***

Mumbai, 17th September, 2013: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, has announced a sensational opening weekend of ***Grand Masti*** at the box office with an impressive **Rs. 55.74 crore** gross worldwide. With this, the film has also become the **fourth biggest opener of 2013 at the domestic box office.**

Distributed by Eros International across 2000 plus screens in India and around 175 screens overseas, *Grand Masti* opened to a hugely successful first weekend with a **gross of Rs. 52.24 crore in India** (**Net collection of Rs. 40.18 crore**) and **Rs. 3.5 crore overseas**. On Friday, the film netted Rs. 12.51 crore at the Indian box office and added a notable Rs. 13.21 crore on Saturday and Rs. 14.46 crore on Sunday.

Speaking on the occasion, **Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited** said," *With its promos soaring up the viewers' curiosity, the film opened to a thunderous response at the box office with screens packed to capacity, both single screens as well as multiplexes pan India. We expect the film to continue its successful run at the box office with strong word of mouth.*"

"*With the huge success of this adult comedy, it has become clear that this genre has finally found its place in India and has become hugely popular*", he added.

Commenting on the overseas success, **Pranab Kapadia, President- Marketing and Distribution, Eros International Plc,** "*Grand Masti has done equally well in the overseas markets. Considering the genre, the film has performed exceptionally well. With the film holding up so well during this weekend, we expect it to continue entertaining audiences and enjoy a good run at the box office.*"

Produced by Ashok Thakeria and directed by Indra Kumar, the film stars Vivek Oberoi, Aftab Shivdasani and Riteish Deshmukh reprising their roles from the original.

EROS INTERNATIONAL MEDIA LIMITED MUMBAI

About Eros International Media Ltd (Eros International)

Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code: EROSMEDIA) is a global player within the Indian media and entertainment arena. It operates on a vertically integrated studio model controlling content as well as distribution & exploitation across multiple formats globally, including cinema, digital, home entertainment and television syndication. Eros International is part of Eros International plc which is the first Indian media Company to get listed on the Alternative Investment Market of the London Stock Exchange.

For further information please visit www.erosintl.com

