6th December, 2012

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, 5th Floor,
Plot No – C Block, G Block,
Bandra Kurla Complex,
Mumbai 400 051

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

Sub: Press Release

Please find attached herewith Press Release of our Company viz "Eros International Media Limited."

You are requested to kindly take the same on record.

For Eros International Media Limited

Dimple Mehta
Company Secretary & Compliance Officer

Encl:- Press Release

HBO ASIA AND EROS INTERNATIONAL TO LAUNCH 2 PREMIUM TELEVISION CHANNELS IN INDIA

Mumbai, 6th December 2012 - HBO Asia, the regional pay TV leader and Eros International Plc, a leading global company in the Indian film entertainment industry, today made a joint announcement to launch two new premium advertising-free movie channels, HBO DEFINED and HBO HITS, in India.

This landmark collaboration between two entertainment giants brings the best of Hollywood and Bollywood together to redefine the pay TV movie space in India.

This first ever exclusive alliance will also provide for the development of both HBO's existing formats for India as well as the creation of original content for the Indian television market and international distribution.

Kishore Lulla, Executive Chairman of Eros International plc said, "I'm very excited about building the Eros brand in Premium Pay Television, particularly with an industry leader such as HBO Asia. There are few global companies that have mastered the premium film and TV space like HBO and their global success says it all. We look forward to cultivating new spaces together in India and especially the development of HBO content for TV and online."

"The opportunity to work with Eros, who has such a visibly dominant presence in the Indian film and entertainment arena, is tremendous and together we will aim to deliver a first class cinema experience in the comfort of your home, 100% advertising free," said Jonathan Spink, CEO of HBO Asia. "We are equally excited to work with Eros in developing compelling original content for the Indian audience. We look forward to more good things to come."

More details on the channels, including launch dates, will be released later.

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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 was the first Indian media Company to get listed on the Alternative Investment Market of the London 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

About HBO Asia

HBO Asia is able to bring the best of Hollywood to Asia first because of its exclusive licensing deals with major Hollywood studios. In addition to the proprietary and award-winning HBO Original programs that are produced exclusively for HBO viewers, HBO Asia works with a large number of major independent production companies to secure exclusive rights to a host of quality movies. In Asia, HBO Asia offers five subscription movie channels with uninterrupted programming in SD and HD formats – HBO, HBO SIGNATURE, HBO FAMILY, HBO HITS and CINEMAX – as well as a subscription video-on-demand service, HBO ON DEMAND. In South Asia, it offers HBO, HBO DEFINED and HBO HITS in SD and HD formats. HBO Asia is a joint venture of HBO (a Time Warner company) and Paramount. For more information, please visit: www.hboasia.com or www.hbosouthasia.com

For further information please visit: www.erosintl.com

For further details please contact

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