November 28, 2011

To

Bombay Stock Exchange Limited

National Stock Exchange of India Limited

Regarding: Eros International Media Ltd. – BSE Script Code: 533261; NSE Script Code: EROSMEDIA

Please find attached Eros International's Press Release attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia

Company Secretary and Compliance Officer

Eros International Media Limited

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
(Formerly known as Eros International Media Private Ltd.)
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Eros International's Desi Boyz reports a successful opening weekend collection of Rs. 53 crore gross worldwide

Mumbai, 28th November 2011: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry has announced a successful opening of **Rs. 53 crore** gross worldwide for Rohit Dhawan's directorial debut, ***Desi Boyz***. The film co-produced by Eros International in association with Next Gen Films, released across more than 2,000 screens worldwide on 25th November 2011.

Speaking on the film's superb opening, Nandu Ahuja, Sr. VP, Distribution, Eros International Media Ltd said, *"Desi Boyz is a fun light entertainer and has taken audiences by storm, especially youngsters. Collections were slightly affected on day one due to certain political unrest in some territories like Maharashtra (Pune, Baramati) etc but the numbers picked up on Saturday and Sunday. We are anticipating great word of mouth for the film and looking at the film continuing its good run through the week as well"*.

Pranab Kapadia, President - Distribution - Eros International plc added, "*Audience reactions have been most encouraging across all major overseas territories and the film has earned some fabulous numbers in UK, USA and the Middle East. The chemistry of John and Akshay combined with full on entertainment is a winning combination. Due to its perfect length of 2 hours we have managed extra shows as well"*.

In *Desi Boyz,* director Rohit Dhawan brings back the hit comic pair of Bollywood stars Akshay Kumar and John Abraham after seven long years. The film also stars Deepika Padukone, Chitrangada Singh with Anupam Kher, Omi Vaidya and Mohnish Bahl in supporting roles and Sanjay Dutt playing an interesting cameo. The music by Pritam has gained huge popularity with some chart topping numbers.

About Eros International Media Ltd (Eros)

Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code: EROSMEDIA) is a global player within the rapidly expanding Indian media and entertainment arena. It operates on a vertically integrated studio model controlling content as well as distribution & exploitation across all 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 list on the Alternative Investment Market of the London Stock Exchange.

Eros International has rich 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 successfully built a robust and dynamic business model by combining the release of new films every year with the exploitation of a valuable film library, making it undisputedly one of the largest content owners in the business.

For further information please visit: www.erosintl.com