3rd March 2011

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 4000 51

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

Sub : Press Release – Eros International announces release date of Film titled ALWAYS KABHI KABHI

Dear Sir,

With reference to captioned subject enclosed please find herewith press release of our Company for your information and record.

Kindly take note of the same

Thanks & Regards,

Yours faithfully,

For **Eros International Media Limited**

Kamal Jain
Group Chief Financial Officer (India)

Eros International to release ALWAYS KABHI KABHI on 17th June

Mumbai, 3rd March 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio has announced the release of Red Chillies Entertainments' *Always Kabhi Kabhi* on 17th June 2011. Produced by Shah Rukh Khan, the film marks the directorial debut of actor-presenter, radio jockey and theatre artist, Roshan Abbas and stars debutantes Zoa Morani, Giselli Monteiro, Ali Fazal and Satyajeet Dubey in the lead roles.

Always Kabhi Kabhi is a fun, coming of age film and has been inspired by Abbas' popular 1999 play '*Graffiti*'. The music for the film has been composed by Pritam. The supporting cast for the film includes Satish Shah, Lilette Dubey, Navneet Nishan, Vijay Raaz, Manoj Joshi, Mukesh Tiwari and Aakash Khurana.

Commenting on the announcement, Sunil Lulla, Managing Director, Eros International Media Ltd said, "*With Always Kabhi Kabhi, Eros continues its fabulous association with Shah Rukh and Red Chillies Entertainments. Roshan is a very talented personality and his debut film promises to be high on the freshness quotient and the youth, especially teenagers will definitely identify with it. It is a very today's film and we are looking forward to leveraging Eros' global distribution in promoting the film.*"

Director Roshan Abbas added, "*Always Kabhi Kabhi is a young film about teenagers and required a fresh casting and I have roped in some exciting new faces for the movie. Add to that, it's a blessing to be backed by none other than SRK who believed in the project and the Red Chillies banner. I am very excited about the film and looking forward to Eros providing a global platform for its worldwide showcase*".

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 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 the Eros International plc group which was the first Indian media Company to get listed 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 1,000 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

For further details please contact

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