April 16, 2015

The DCS – CRD
BSE 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

Sub: Press Release

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

Dear Sir/ Madam,

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

You are requested to kindly take the information on record.

Thanking you

Yours faithfully,
For Eros International Media Limited

Dimple Mehta
Company Secretary & Compliance Officer

Encl:- Press Release

ErosNow partners with Asianet Broadband for movie streaming service

Offers one month free subscription on launch of service

Mumbai, April 16, 2015 – Eros International Media Ltd ("Eros"), a leading global company in the Indian film entertainment industry announced the launch of movie streaming service, "Broadband Movies," a tie-up between ErosNow, the dedicated online entertainment service of Eros International and Asianet Broadband, the single largest private Internet Service Provider in Kerala, a state in South India.

The streaming service will enable Asianet customers to watch high quality entertainment content including its south Indian repertoire of movies and music from the ErosNow platform on multiple smart devices. The subscription-based service will be available to all Asianet Broadband subscribers with a one month free subscription.

Ms. Rishika Lulla Singh, CEO, Eros Digital said, *"We are delighted to partner with Asianet Broadband and bring the best in movies to its large subscriber base in Kerala. Asianet's large scale bandwidth and high speed will allow users to view unlimited entertainment from our wide catalogue."*

Mr. Satish Kumar, Executive Vice President, Asianet Broadband said, "*We are very happy to associate with Eros International and excited to offer ErosNow, a unique digital entertainment platform to our subscribers. This will help our customers to watch and listen to movies, music and other content in all Indian languages with high quality. This association will take the consumer viewing experience to the next level."*

Mr. Jiji John, Vice President, Asianet Broadband added "*Our superior technology to deliver high speed Broadband connections have been possible through the implementation of DOCSIS and Fiber to the Home (FTTH) technologies which have the capacity to deliver up to 300 Mbps broadband service to individuals. It will definitely boost the picture quality and ensure ultra high speeds to the Asianet Broadband subscribers which will enhance the video streaming experience."*

ErosNow currently offers users thousands of new and catalogue movies from Eros as well as other major Bollywood studios, a large selection of premium television content syndicated from major TV studios as well as thousands of music videos and audio tracks.

The service will be offered at an attractive monthly subscription price with a base price for unlimited viewing of movies to Asianet subscribers.

EROS INTERNATIONAL MEDIA LIMITED
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Regd. Office: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502

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 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 1,200 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 ErosNow

Eros Now, the company's on-demand entertainment portal accessible via internet-enabled devices, was launched in 2012 and now has available a selection of thousands of movies and music videos. Eros Now will continue to expand its content to include the company's full film library, as well as further third party content. For further information please visit: www.erosnow.com

About Asianet Broadband

Asianet Broadband is a division of Asianet Satellite Communications Ltd., and one of the leading Internet Service Providers in the country. It is a part of the Rajan Raheja Group. Asianet Broadband has been acknowledged by TRAI as being India's top 10 ISPs list in terms of subscriber numbers. The Company provides services to both residential and Corporate customers and provides an wide range of data services- broadband, Web Hosting, Internet telephony and host of other Value Added Services. The Company, in a view to cater to the needs of every potential customer, has schemes starting from Rs 149 per month and provides bandwidth upto 100 Mbps to subscribers. Also for customer convenience, the company has been promoting wireless modems to provide wi-fi internet access. The Projects department under the Internet division has obtained ISO 9001:2008 certification for leased line connectivity, design, development, installation, service and after sales support of wireless, LAN & WAN network solutions. For further information please visit: www.asianetbroadband.in

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