May 8, 2012

To

Bombay Stock Exchange Limited

National Stock Exchange of India Limited

Dear Sir/Madam,

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

Please find Eros International's press release attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

For, Eros International Media Limited

Authorised Signatory

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
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Eros International acquires Tamil theatrical rights of *Maatran*

Film to release on 15 August 2012

Mumbai, 8th May 2012: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry has acquired the Tamil theatrical rights of ***Maatran***, produced by AGS Entertainment Pvt Ltd, a leading film production and distribution house. Eros has been assigned the Tamil theatrical rights for Tamil Nadu, Kerala and Karnataka and the Tamil audio rights of the movie. *Maatran* is slated for release on 15th August 2012.

Maatran is an upcoming Tamil action thriller film directed and co-written by KV Anand and scripted by Subha. It stars Suriya who would portray two different roles along with Kajal Aggarwal. Harris Jayaraj has composed the tunes and the tracks in the music album.

Commenting on the acquisition, **Sunil Lulla, Managing Director, Eros International Media Ltd** said, "*With Maatraan, Eros continues to explore and establish its presence in the regional film markets. The film promises to be one of its kind action thrillers and we are happy to associate with AGS Entertainment Private Limited to release this much awaited film with the hugely popular Suriya*".

Kalpathi S. Aghoram, Director, AGS Entertainment added, "*There exists a huge potential for AGS Entertainment and Eros International to synergize given our experience in Tamil film production and their global presence with content spread across most leading Indian languages".*

"This is an important step in our strategy to build a significant presence in the entertainment industry partnering with leading players in the sector", said **Kalpathi S. Ganesh, Director, AGS Entertainment.**

"*With our expanding portfolio of multiplexes and our possible foray into other emerging areas of entertainment, we are working towards establishing the Kalpathi Group as a quality player of repute across the sector*", said **Kalpathi S. Suresh, Director, AGS Entertainment**.

The film has been shot across diverse locales including the Pakistan border, Hyderabad, Wai in Maharashtra, Jodhpur etc. A major portion of the film was filmed in the Balkan region countries like Russia, Croatia, Serbia, Albania and Macedonia. The film has used performance capture technology in some of its action scenes.

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

About AGS Entertainment Private Limited

AGS Entertainment, a name that has become synonymous with quality film production, is one of the fastest growing brands in the entertainment industry. The company is also credited with successfully distributing films leveraging its network and detailed understanding of the Tamil Nadu market. While the movies produced are spread across various genres, all of them are made to achieve a perfect entertainment mix that holds appeal to the movie loving audience.