July 18, 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 Ltd.

Encl : As above

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Eros International announces smash hit opening of Rs. 52.50 crores gross worldwide for Zindagi Na Milegi Dobara in its opening weekend

Biggest Hindi film grosser overseas for 2011

Mumbai, 18th July 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio in association with Excel Entertainment has announced a fantastic opening for *Zoya Akhtar's* ***Zindagi Na Milegi Dobara*** which released across cinemas worldwide on 15th July 2011. The film has garnered an impressive **gross collection of Rs. 52.50 crores worldwide** in the opening weekend and is the highest grossing Hindi film of 2011 in the overseas markets.

A young fun-filled road film shot largely across Spain, *Zindagi Na Milegi Dobara* triumphed at the box office with a remarkable gross collection of Rs. 40.50 crores (Net Collection of Rs. 28.35 crores) in India and Rs. 12 crores overseas within just three days. The film opened to rave reviews across 1800 plus screens worldwide and continues to draw in fabulous numbers.

One of the most anticipated films this year, *Zindagi Na Milegi Dobara* stars Hrithik Roshan, Katrina Kaif, Farhan Akhtar, Abhay Deol and Kalki Koechlin.

Commenting on the opening, ***Nandu Ahuja, Sr. VP, Distribution, Eros International Media Ltd said,*** *"We are thrilled with the response by critics as well as audiences and it's a very proud moment for us as Zindagi Na Milegi Dobara has opened to great occupancy across the country. As a distribution strategy, we went out with more multiplex screens rather than single screens as we anticipated it would fare well with those audiences. The film is running to packed shows all over with multiplexes registering over 90% occupancy; the current figures strongly indicate that the film is a super hit in the making".*

Pranab Kapadia, President – Distribution - Eros International plc added, *"Despite close competition from Harry Potter – Deathly Hallows 2, especially in the overseas markets, Zindagi Na Milegi Dobara has stood firm ground and performed exceptionally. The film is enjoying a*

superb response with a fabulous opening across UK, Australia, Middle East etc and is the highest Hindi film grosser overseas".

Ken Naz, President, Eros International, USA added, *"Zindagi Na Milegi Dobara has taken an excellent opening in USA. The reports are extremely encouraging and we are expecting the superb performance of the film to continue through the week".*

With *Zindagi Na Milegi Dobara,* Eros International continues to focus on its distinct de-risking strategy of monetizing film content through pre-selling the film's satellite rights and recovering major investments on the films.

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 Eros International Plc which is 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 1,100 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, log on to www.erosintl.com or contact

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