



28 January 2011

To
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

Dear Sir,

Please find attached Eros International's Press Release titled "Eros International & Ocher Studios to co-produce Rajnikanth's next magnum opus RANA"

You are requested to take this information on record.

Yours Faithfully

For Eros International Media Limited


(Kamal Jain)
Group Chief Financial Officer (India)

EROS INTERNATIONAL MEDIA LIMITED

(Formerly known as Eros International Media Private Ltd.)

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Eros International & Ocher Studios to co-produce Rajnikanth's next magnum opus RANA

Mumbai, 28th January 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio and Ocher Studios Private Limited, Chennai have joined hands to co-produce '**RANA**' to be directed by K. S. Ravikumar who has in the past directed two super hit films of Rajinikanth – 'Muthu' and 'Padayappa'.

Scheduled to go on floor in March this year, Rana will be a live action magnum opus with Rajini playing triple role and will be released in Tamil, Hindi and Telugu. Music would be done by A R Rahman, Director of Photography would be Ratnavelu, Editing would be done by Antony. The technical & special effects director will be Soundarya Rajinikanth and Charles Darby of Eyeqube Studios, renowned visual effects luminary and an Emmy award winner will be the visual effects supervisor on the film. The film is scheduled to release in FY2012.

Speaking on the development, **Mr.Sunil Lulla, Managing Director, Eros International Media Ltd** said, "*We are extremely excited to join hands with Tamil industry's most popular super star Rajinikanth for Rana and this time audiences will be treated with their favourite actor donning a triple role in the film. Rana is going to be far different from any of the recent Rajni films, a complete live action magnum opus with loads of entertainment for his fans*".

Ms.Soundarya Rajinikanth, Director of Ocher Studios Private Limited added, "*We are very pleased to announce this partnership with Eros International for Rana. We hope to make a film together that will live up to the huge expectations of the movie-goers and reach out to maximum audiences across the globe*".

Rajnikanth's last film Robot was a spectacular hit that released in Tamil, Telugu and Hindi and grossed more than Rs. 400 crores worldwide.

With the announcement of *Rana*, Eros International continues to further consolidate its position in the Indian film industry with an impressive line-up for the year including highly anticipated

films like *Game*, *Zindagi Na Milegi Dobara*, *Rockstar*, *Mausam*, *Ra.One*, *Desi Boyz*, *Agent Vinod* and *Chalo Dilli*.

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 1,000 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.

About Hara Picture Productions Private Limited:

Ocher Studios Private Limited would co produce this film through its wholly owned subsidiary **Hara Picture Production Private Limited** which will be executing 'RANA' and continue to work for making future pictures, with special effects and animation in focus.

It is meant to provide entertainment in International standard in association with international brand leaders like Eros.

For further information please visit: www.erosintl.com

For further details please contact

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