February 3, 2014

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 the 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
Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.

KOCHADAIIYAAN

Eros International & Media One Global Entertainment announce the release of Rajinikanth's magnum opus KOCHADAIIYAAN on 11 APRIL 2014

Mumbai, 3rd Feb 2014: **Eros International Media Ltd (Eros International),** a leading global company in the Indian film entertainment industry will release the eagerly awaited futuristic fantasy event of the year '***KOCHADAIIYAAN***' – **The Legend**, a **Mediaone Global Entertainment Limited** production, directed by **Soundarya Rajnikanth Ashwin,** worldwide in cinemas on April 11, 2014.

Kochadaiiyaan features the unique visual mastery of *Photorealistic Performance Capture* technology for the very first time in the history of an Indian film. This technology has been previously seen in Hollywood masterpieces as *Avatar, Tin Tin* and *Beowulf*.

Kochadaiiyaan is an epic dramatization of good versus evil starring South Indian megastar **Rajinikanth** in a double role in a larger than life depiction. Also starring in the grand production is leading lady **Deepika Padukone** together with South India's leading stars **R. Sharath kumar**, **Nazar**, **Aadi, Shobana** and **Rukmini.**

Providing the musical score is Oscar-winning composer **A R Rahman,** whose list of credits includes a BAFTA, a Golden Globe and two Academy Awards for his outstanding musical contribution for the multi-Oscar winning film *Slumdog Millionaire*.

Announcing the release of the film, **Ms.Soundarya Rajnikanth Ashwin, the Director of the film** said, *"Following last year's celebrations of India's film making centenary we view the release of Kochadaiiyaan as part of the next steps of Indian cinema. For the first time a full length feature has been made using performance capture technology in India and I truly hope this creates a whole alternate film making avenue apart from live action films in our country".*

Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, *"Eros is proud to present this magnum opus with Rajinikanth, which will take the Indian film industry to the next level. We are confident that this will be a landmark film in world cinema as a result of the ground breaking technology used. The film will be released in Tamil, Hindi, Telugu, Marathi, Bhojpuri, Bengali and Punjabi in India and overseas in more than 6,000 screens. We will be releasing an English version internationally as well".*

In a major brand tie-up, Eros International and Mediaone have also tied up with Karbonn Mobile to launch 1 million Kochadaiiyaan branded mobile phones to celebrate the release of the film. The exclusive Karbonn '*Kochadaiiyaan*' mobile phones will have screen savers and must-have images from the film along with the trailer and the signature tune of the film. These special *Kochadaiiyaan* mobile phones are intended to launch in February 2014, during the audio launch of the film.

Kochadaiiyaan was shot extensively at Pinewood Studios in the UK with a team of world-class technical experts including the London based **Centroid Studios**, a state of the art facility for Full Body Motion Capture, which has worked on various Hollywood productions including the recent Brad Pitt starrer *World War Z as well as Pirates of the Caribbean, Ironman 2* and *Harry Potter*, and **Counter Punch Studios** from Los Angeles, who have been behind successes such as *Beverly Hills Chihuahua*. They worked in collaboration with **Faceware Technologies**, United Kingdom, who have worked on *The Mummy 3* and *The Curious Case of Benjamin Button* for the Facial Capturing technology. A team of technical experts from South India and China have worked on this technology, with the best production facilities in London, for the overall completion of the project.

For regular updates on *Kochadaiiyaan*, please log on to www.erosnow.com

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 1,100 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