July 6, 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 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.

Eros International announces satellite television licensing deal with COLORS' Viacom18

6th July 2012: Eros International Media Ltd, a leading global company in the Indian film entertainment industry, announced it has signed a licensing agreement with COLORS' Viacom18 Media Pvt. Ltd for new and forthcoming releases and library films to be shown exclusively on Viacom18's COLORS channel in India.

Some of the forthcoming titles include the Saif Ali Khan – Deepika Padukone starrer *Cocktail* directed by Homi Adajania, Bela Bhansali Sehgal's *Shirin Farhad Ki Toh Nikal Padi* with Farah Khan and Boman Irani, and Akshay Kumar's *Khiladi 786.*

Commenting on the agreement, **Jyoti Deshpande, Executive Director, Eros International Media Ltd** said, "*We are really excited to have concluded this significant deal with Viacom. The deal is consistent with our pre-sales strategy to de-risk our content slate investment and also consistently unlock value from our film library. We have tailor-made this bundle of films for Viacom to suit their target audience and hope to work with them closely through the marketing and release of these films".*

Shedding light on the licensing deal, **Raj Nayak, CEO - Colors** said, *"Being a Hindi General Entertainment Channel, we are committed to providing wholesome entertainment to our viewers. Movies are no exception; hence the existing list of titles is being expanded to include the forthcoming titles from Eros. With the added titles, we will continue to showcase new and interesting content to our audiences thereby keeping them engaged at all times."*

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For more information, please contact:
Amita Naidu
Eros International
amita.naidu@erosintl.com

Snehal Vaidya
Adfactors PR
snehal.vaidya@adfactorspr.com

Tanushree Mehra
COLORS
+91 9820385814

Richie Mehta
Genesis Burson Marsteller
+91 9930297516

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 'COLORS'
'COLORS' is Viacom18's flagship brand in the entertainment space in India. A combination of 'emotions' and 'variety', COLORS launched on 21st July 2008 offers an entire spectrum of emotions to its viewers. From Fiction shows to Format shows to Reality shows to Blockbuster Movies – the basket contains all 'Jasbaat Ke Rang'.

'COLORS' is dedicated to promoting 'Cohesive viewing', through programmes like Balika Vadhu- Kacchi Umar Ke Pakke Rishtey, Madhubala...Ek Ishq Ek Junoon, Uttaran, Na Aana Is Des Laado, Parichay- Nayee Zindagi Kay Sapno Ka, Kairi – Rishta Khatta Meetha, Chhal...Sheh aur Maat, Sasural Simar Ka, Na Bole Tum..Na Maine Kuch Kaha, Chhote Miyan Chapter 3 amongst others.

About Viacom18

Viacom18 Media Pvt. Ltd. is a 50/50 joint venture operation in India between Viacom Inc and TV18. Viacom 18 Media Pvt. Ltd. operates seven general entertainment channels - **MTV, Nickelodeon, Vh1, COLORS, COLORS HD, SONIC, Comedy Central and film business through Viacom18 Motion Pictures**, that produces, acquires and distributes Hindi films, This apart, Viacom18 also runs Viacom's consumer products division in India. For more information on Viacom18, Viacom or Network18, log on to www.viacom18.com, www.viacom.com and www.network18online.com respectively.