February 12, 2013

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 400 051

Ref: BSE Script Code: 533261 ; NSE Script Code: EROSMEDIA

Sub: Press Release

Please find attached herewith Press Release of our Company Eros International Media Limited.

You are requested to kindly take the same on record.

Thanking you

Yours Faithfully,

For Eros International Media Limited

Mr. Kamal Kumar Jain
Group Chief Financial Officer (India)

Encl:- Press Release

Eros International and Endemol India announce a strategic alliance

To co-produce 3 films and television content

National, February 12, 2013: Eros International Media Ltd. (Eros International), the leading global company in the Indian film entertainment industry, and Endemol India, producers of some of the most spectacular television content today announced a strategic alliance to co-produce three feature films as well as original programming for television. The collaboration has earmarked Rs 100 crores to fund these 3 productions.

As a part of the three film deal, Eros International and Endemol India will be co-producing an action comedy which will be a remake of a South Indian blockbuster, an original romantic comedy and a comic caper. Targeted at Bollywood enthusiasts across genres, the first film to be made will be a romantic comedy, which will go on floors later this year.

With Eros recently announcing their foray into premium television with HBO, television formats and original programming for television is another area that Eros and Endemol will collaborate on and many of Eros owned film Intellectual Property Rights will be considered for adaptation for the television format and vice versa for Endemol owned Intellectual Property Right.

Commenting on the alliance, **Jyoti Deshpande, Executive Director, Eros International Media Ltd said,** *"We are really excited to be partnering with Endemol India. We both are IP driven companies and Eros having been market leaders in the filmed entertainment arena, while film co-production has its natural synergies, we will also create original high quality compelling television content as digitization takes Indian television into the premium subscription phase. The alliance is founded on the coming together of our respective core competencies in film and television".*

Deepak Dhar, CEO Endemol India added *"We are very happy to announce our association with Eros International. After successfully producing content for some of the biggest format shows in the country, we are expanding our portfolio to films and are delighted to partner with leaders in this space. Through this association, we look forward to making a mark on the big screen as well."*

With Endemol India's expertise in large scale format production such as Bigg Boss and Fear Factor, combined with Eros International's stronghold in the film industry with recent hits such as English Vinglish and Viki Donor and a library of close to 2000 films, both production houses are all set to raise the bar in cinematic excellence. This alliance will also be extended to the small screen with Endemol India exploring new formats with Eros International to create high end scripted content for the Indian television audiences.

While Endemol India is widely known for its versatile formats across genres, Eros International has a vast film library. This association between the two well established production houses marks the beginning of coming-of-age content creation.

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.

About Endemol India

Endemol India is one of the leading and most valuable content production company in India across television, film and digital content. The company is a 51:49 joint venture between Endemol BV- the world's largest independent television production company and CA Media - the Asian investment arm of The Chernin Group (TCG). The company has over the years produced successful television shows like ***Bigg Boss***, ***Fear Factor***, ***Laughter Challenge***, ***Jo Jeeta Wohi Super Star***, ***over 400 episodes of Deal or No Dea***l and the recently launched ***The Money Drop*** for Sun Network amongst others. Endemol India has also forayed into the movie making business with the remake of blockbuster Kahaani in Tamil & Telugu.