February 13, 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 Ltd.
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex
Mumbai-400051

Sub:- Press Release

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

Dear Sir/ Madam,

Please find enclosed the Press Release of Eros International Media Limited.

You are requested to take this information on record.

Thanking you.
Yours faithfully,

For Eros International Media Limited

Dimple Mehta
Company Secretary & Compliance Officer

Encl:- Press Release

Eros International & Multi Screen Media Private Limited (Sony Entertainment) come together in a landmark co-production deal

Bhajathe Raho to be co-produced & distributed by the two global studios

Mumbai, 13th February 2013: Eros International Media Ltd. (Eros International), a leading global company in the Indian film entertainment industry and Multi Screen Media Private Limited (Sony Entertainment), one of the largest Indian television network will co-invest and co-produce Shashant Shah's *Bhajathe Raho*.

Eros and Sony Entertainment will jointly produce and distribute the film which is currently under production. Directed by Shashant Shah who has previously directed *Chalo Dilli* for Eros, *Bhajathe Raho* stars an ensemble cast of Tusshar Kapoor, Ranveer Shorey, Vinay Pathak, Ravi Kissen, Dolly Alhuwalia and others. A fun potboiler, it's a slice of life film looking at a mid-year release.

Commenting on the tie-up, Sunil Lulla, Managing Director, Eros International Media Ltd said, "*We are pleased to announce this strategic relationship between Eros and a global brand like Sony Entertainment. We are looking forward to the potential benefits that both entities will bring to the film with their combined strengths. By extending together our established networks to distribute Bhajathe Raho in India and international markets, we hope to give the film the best release platform".*

N.P Singh, Chief Operating Officer, Multi Screen Media Private Limited added, "*As a major Indian television network, we are very happy to enter into this agreement with a leading Indian studio like Eros to develop and release high quality original Indian content to fans of Indian cinema across the world".*

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 MSM
Sony Pictures Television (SPT) backs Multi Screen Media Private Limited, which is India's leading television network. It comprises of Sony Entertainment Television (SET), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; SAB, a family comedy entertainment channel; PIX, the English movie channel; MIX a refreshing Hindi music channel and SIX, India's Premier Sports Entertainment Channel. Multi-Screen Media's channels are available across the Globe and influence over 400 million viewers in the Indian sub-continent, and the South Asian Diaspora worldwide.

SONY Entertainment Television, Sony HD, MAX, SAB, MIX, PIX, SIX, SIX HD, AXN, Animax, Aath, Discovery Channel, Discovery Channel Tamil, Animal Planet, TLC, Discovery Science, Discovery Turbo Discovery Kids and Discovery HD World, it also distributes the leading News network in the country - the TV Today Network channels - Headlines Today, Aaj Tak and Tez and the premium Sports' channels - Neo Prime & Neo Sports.