Friday, April 28, 2011

To

Bombay Stock Exchange Limited

National Stock Exchange of India Limited

Regarding: Eros International Media Ltd. – BSE Script Code: 533261; NSE Script Code: EROSMEDIA

Please find attached Eros International's Press Release titled "Eros International's RANA goes on floor ".

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia

Company Secretary and Compliance Officer

Eros International Media Ltd.

Encl : As above

EROS INTERNATIONAL MEDIA LIMITED
(Formerly known as Eros International Media Private Ltd.)
Corporate Office: Second Floor, Satyadev Building, Off New Link Road, Andheri (W), Mumbai - 400 053.
Tel.: +91-22-4053 8500 Fax: +91-22-4053 8540 E-mail: eros@erosintl.com • www.erosentertainment.com
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.

Eros International's RANA goes on floor

Rajinikanth's next magnum opus commences shoot in Chennai

Mumbai, 28 April 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio, has announced the commencement of the shoot of Rajinikanth's '**RANA**' on 29 April 2011. Directed by K.S. Ravikumar, the film's shoot will commence with a puja by Rajnikanth along with the cast and crew in Chennai to mark the auspicious occasion.

Announced earlier this year, Rana will be a live action magnum opus with Rajinikanth playing triple role and will be released in Tamil, Hindi and Telugu. Along with Rajini, the film stars Deepika Padukone, Ileana D'Cruz and Sonu Sood.

Speaking on the occasion, **Director Mr. K.S Ravikumar** said, *"Rana has a strong story, a very interesting ensemble cast of actors coupled with super star Rajinikanth in a triple role and promises to have some stunning visual effects that will surely take Indian cinema to the next level.*

Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, *"It is indeed a proud moment for us and we are very excited to be a part of this ambitious project with Rajinikanth, one of the most popular actors of all times. We are expecting this to be a landmark film for all those associated with this project".*

The music for the film is being scored by A R Rehman, director of photography Ratnavelu and editing would be done by Antony. The technical director is Soundarya Rajnikanth, of Ocher Visual effects UK, a subsidiary of Ocher Studios Pvt Limited, and Charles Darby of Eyeqube Studios, renowned visual effects luminary and an Emmy award winner, is the creative and special effects director on the film. The film is scheduled to release in FY 2012.

Eros International along with NextGen Films, will produce the film through Rana Production Ltd., UK.

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 the Eros International plc group which was 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.

For further information please visit: www.erosintl.com

For further details please contact

Kamal Jain
Eros International Media Limited
Tel: +91 22 4053 8500
Fax: +91 22 4053 8540
E-mail: kamal.jain@erosintl.com

Anoop Poojari / Sweta Mehta
Citigate Dewe Rogerson
Tel: +91 22 6645 1211/ 1255
Fax: +91 22 6645 1200
Email: anoop@cdr-india.com
sweta@cdr-india.com