July 26, 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 attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia

Company Secretary and Compliance Officer

Eros International Media Limited

Encl : As above

EROS INTERNATIONAL MEDIA LIMITED
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Eros International's Zindagi Na Milegi Dobara grosses Rs. 108 crores in 10 days

Film features in UK Top 10 and US Top 20

Mumbai, 26th July 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio in association with Excel Entertainment has announced an exceptional first ten days performance for Zoya Akhtar's Zindagi Na Milegi Dobara. Eros International released the film worldwide on 15th July 2011 and the film has since grossed Rs. 108 crores in 10 days with over Rs. 86 crores coming from India (Net Collection: Rs. 60 crores) and Rs. 22 crores from overseas.

The highly anticipated film enjoyed a wide release across 1800 plus screens and maximum showcasing across multiplex screens. The film performed brilliantly in the overseas markets as well and featured in UK Top 10, at No 7 and came out No. 15 on the Top 20 US Charts in Variety with the highest per screen average after Harry Potter and the Deathly Hallows 2. It continues to remain in UK Top 10 at No.8 in week 2 as well.

The fun filled road film which has been shot largely across Spain stars Hrithik Roshan, Katrina Kaif, Farhan Akhtar, Abhay Deol and Kalki Koechlin. The film opened to rave reviews and a fabulous opening of Rs. 52.50 crores worldwide for the first weekend.

Expressing delight at the film's performance since its release, **Nandu Ahuja, Sr. VP – Distribution – India, Eros International Media Ltd.** said, "We are ecstatic with the audience as well as critics' reactions to Zindagi Na Milegi Dobara. The superb run of the film so far, especially across multiplexes has superseded all expectations and we are expecting the film to continue its excellent performance in the coming week as well".

Commenting on the film's overseas performance, **Pranab Kapadia, President – Marketing & Distribution - Eros International plc added,** *"Zindagi Na Milegi Dobara has done incredibly well in all the overseas markets making this one of the biggest Hindi film grosser so far this year. The tremendous response has been very encouraging with all major markets indicating remarkable box office results".*

With the film opening to a fantastic 90-95 percent capacity audience across multiplexes in India and maintaining steady numbers post the first weekend, Zindagi Na Milegi Dobara promises to continue its superb performance over the second week too.

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 Eros International Plc which is 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 1,100 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, log on to www.erosintl.com or contact

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