Friday, April 15, 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 digitizes and catalogues its entire movie library through state of the art CLEAR platform ".

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 digitizes and catalogues its entire movie library through state of the art CLEAR platform

~ Platform to manage, repurpose and monetize Eros International content for new media ~

Mumbai, 15 April 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio, is spearheading the Indian digital revolution by digitizing and cataloguing its entire library of movies, comprising in excess of 1,000 titles across languages, and setting up an in-house 'Digital Asset Management' platform. Eros International has deployed global digital content services group Prime Focus Technologies (PFT)'s CLEAR content operations management platform to administer its extensive content library.

This initiative will help Eros International monetize its intellectual property by enabling the production, repurposing and delivery of its content globally, across web, mobile and other new media platforms. It will also allow the Company to archive, preserve and rights manage its library.

The platform offers Eros International wide-ranging functionality for managing and monetizing its content including Asset management for managing and digitally archiving content; Workflow management for multi-platform production, distribution and fulfillment, to exploit existing library content and global content delivery across multiple platforms.

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Speaking on the announcement, Rajesh Bahl, Chief Digital Officer, Eros International Media Limited said, "As a market leader in Indian film content worldwide, our Digital Asset Management platform will help us to continuously monetize our assets and enable cost effective optimization of media asset management, thus facilitating faster introduction of new products and services in the market. It would further help us meet the increasing demand for our content across all digital platforms. Prime Focus Technologies has an in-depth knowledge of both the media industry and IT, which helped them better understand our requirements. CLEAR is a complete system and it could quickly be custom-made to support our vision to exploit multi-platform opportunities for our content".

Ramki Sankaranarayanan, President and CEO, Prime Focus Technologies said, "We are delighted that such a well known and respected media and entertainment company has chosen CLEAR to manage its content operations. Eros International is a visionary company which is considering innovative ways to bring content to consumers. Engaging consumers through personalised media and delivering new content is a challenge. However, CLEAR provides an agility through which Eros International will be well positioned to exploit its enviable content library across all platforms. We are very excited to be associated with Eros International and are eager to be a part of this journey."

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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

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About Prime Focus Technologies
Prime Focus Technologies (PFT) provides a global digital content services platform to organisations that deal with content and are keen to exploit it across platforms. CLEAR, its unique 'hybrid cloud' multi-platform content operations solution provides a secure way to produce, process, manage and deliver content for revenue-generating multi-platform opportunities. Backed up by a full range of supporting media services, CLEAR enhances collaboration, productivity and asset utilisation, increasing monetisation opportunities and offering valuable time and cost savings. CLEAR Live, PFT's ground-breaking live content production and delivery service, delivers custom VoD packages from live video feeds to new media platforms (web, mobile, IPTV, catch-up TV etc.) within seconds of airing. PFT works with some of the largest content owners in the world, including Doordarshan, Star TV, IPL, BCCI, Universal, Sony, BBC and HBO.

PFT is part of Prime Focus (www.primefocusworld.com), a global visual entertainment services company.

For more information visit www.primefocustechnologies.com.