



Date: 1st November 2010

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

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

Sub: Press Release- "Eros International acquires worldwide rights of Excel Entertainment's Zindagi Na Milegi Dobara & Game"

Dear Sir,

With reference to captioned subject enclosed please find herewith press release of our Company for your information and record.

Kindly take note of the same.

Thanking you,

Yours faithfully,

For Eros International Media Limited

Rajesh Bhatia
Company Secretary & Compliance Officer

EROS INTERNATIONAL MEDIA LIMITED

(Formerly known as Eros International Media Private Ltd.)

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Eros International acquires worldwide rights of Excel Entertainment's

Zindagi Na Milegi Dobara & Game

Mumbai, 01 November 2010: Eros International Media Ltd (Eros International), the largest studio in India has acquired the worldwide rights of Excel Entertainment's forthcoming releases – Zoya Akhtar's *Zindagi Na Milegi Dobara* and Abhinay Deo's *Game*. The Company has scheduled the release of these two highly anticipated films in 2011.

With *Zindagi Na Milegi Dobara* a road film, director Zoya Akhtar has achieved a casting coup of Hrithik Roshan, Farhan Akhtar, Abhay Deol, Katrina Kaif and Kalki Koechlin. A young fun film shot largely across Spain, *Zindagi Na Mile Dobara* has already been creating a huge buzz and is expected to wow audiences next year.

Game, a whodunit with twists and turns stars Abhishek Bachchan, Kangana Ranaut, Sarah Jane Dias, Jimmy Shergill, Shahana Goswami, Gauhar Khan, Boman Irani and Anupam Kher. Directed by Abhinay Deo and with dialogues by Farhan Akhtar, *Game* promises to be a slick edge-of-the-seat thriller.

Speaking on the announcement, Sunil Lulla, Managing Director, Eros International Media Ltd said, *"Ritesh Sidhwani and Farhan Akhtar are great producers and have carved a niche for themselves for producing some edgy cinema. Eros International is delighted to associate with them and release these highly anticipated films through our extensive distribution network and thereby showcasing the movies to a global audience."*

Producer Ritesh Sidhwani, Excel Entertainment added, *"Eros International has had fabulous track record of global distribution for over 33 years and we are looking forward to our two very important films *Game* and *Zindagi Na Milegi Dobara* reaching out to maximum audiences worldwide through their unparalleled distribution network."*

A handwritten signature in black ink, appearing to be "NS", is located at the bottom right of the page.

About Eros International Media Ltd (Eros)

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 1,000 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

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