July 3, 2012

To

Bombay Stock Exchange Limited

National Stock Exchange of India Limited

Dear Sir/Madam,

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

Please find Eros press release attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

For, Eros International Media Limited

Authorised Signatory

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
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Eros International & Mediaone Global Entertainment announce marketing and pre-sales blitzkrieg for Rajinikanth's Kochadaiyaan

Mumbai, 3rd July 2012: Eros International Media Ltd (Eros International) a leading global company in the Indian film entertainment industry is proud to be presenting Rajinikanth's '***KOCHADAIYAAN***', a Mediaone Global Entertainment Limited production, with music by AR Rahman , story and supervision by K.S. RaviKumar and direction by Soundarya R Ashwin. The shooting of the film is complete and it is in active post production. The countdown to the release of the prestigious project has begun with Eros & Mediaone embarking on the marketing and exploitation of the film actively with the Tamil Satellite rights being assigned to Jaya TV and the Telugu rights for the film to Messrs Lakshmi Ganapathy Films, Hyderabad.

Eros & Mediaone have also strategically tied up Karbonn Mobiles to launch 5,00,000 Kochadaiyaan Mobiles to celebrate the release of the film. The tie-up with Karbonn '*Kochadaiyaan*' mobiles will have exclusive screen savers and images from the film along with the trailer and the signature tune of the film. These special *Kochadaiyaan* mobiles would be released in September/ October during the audio launch of the film.

Announcing the marketing plans, **Dr. J Murali Manohar, Director of Mediaone Global Entertainment Limited** said, *"We are overwhelmed by the marketing response for the film from brands and distributors and are looking forward to completing the film soon and releasing it later this year and excited that a big Bollywood studio like Eros is backing the project.*

Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, *"Eros is proud to be associated with Rajinikanth once again. We are confident that like Sivaji and Robot this will also be a landmark film in Rajinikanth's career with attractive monetization avenues and we are privileged to be a part of it. We are delighted to have Jaya TV on board for the Tamil satellite rights. We will also be releasing a separate Hindi version along with the Tamil version".*

Sudhir Hasija, Chairman, Karbonn Mobiles said "We at Karbonn Mobiles are very excited and proud of our association with movie Kochadaiyaan and Eros International. The Karbonn Kochadaiyaan phone will come embedded with behind the scene footage, movie trailers and

songs from the movie, Rajinikanth's popular film dialogues, wall papers and much more. A special treat is Rajinikanth's digital signature on the back panel of the phone that provides every fan with their own personal Rajinikanth autograph"

Announced earlier last year, *Kochadaiyaan* is an action adventure film with performance capturing technology, on the lines of James Camaron's "*Avatar*" and Spielberg's "*TinTin*" .The film will release in Tamil, Telugu, Hindi and English. Along with Rajini, the film stars Deepika Padukone Jackie Shroff, Sharat Kumar, Nazzar, Shobana, Aadi, Rukmani and others.

The music release of the film is planned in Tokyo and multi-city premieres of the film are being planned across Los Angeles, London and India. The film is scheduled to release towards the end of the year.

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.

For further information please visit: www.erosintl.com