Monday, May 2, 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 "Chalo Dilli grosses Rs. 7.5 crores worldwide in opening weekend".

You are requested to take this information on record.

Thanking you

Yours faithfully
For Eros International Media Limited.

Kamal Jain
Group Chief Financial Officer (India)

EROS INTERNATIONAL MEDIA LIMITED MUMBAI

Encl. : As stated above.

EROS INTERNATIONAL MEDIA LIMITED
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Chalo Dilli grosses Rs. 7.5 crores worldwide in opening weekend

Mumbai, 2nd May 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio has announced a gross opening of Rs. 7.5 crores worldwide in its opening weekend for CHALO DILLI which hit theatres on 29th April 2011.

Produced by Eros International, Big Daddy Productions and Bheegi Basanti Entertainment, the Lara Dutta - Vinay Pathak starrer grossed Rs. 6 crores in India and Rs. 1.5 crores overseas within the first three days.

Chalo Dilli released across 615 screens approximately, including digital screens, across India and overseas.

Commenting on the opening, Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited said, *"Despite the IPL fever, Chalo Dilli has opened to encouraging reviews across the country and we believe, has struck a chord with the audiences. Collections showed steady increase day wise over the weekend. We are confident the film will maintain this response through positive word of mouth".*

An entertaining, slice of life film, Chalo Dilli directed by Shashant Shah of Dasvidaniya fame is a journey which along with the two protagonists showcases the real India and its colorful and funny people with their eccentricities.

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 1,000 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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