Eros International's Ra.One sets massive NEW INDIA BOX OFFICE RECORD with a stupendous Rs.62.50 crores gross opening for First two days in India

Creates gigantic and unbeatable record for highest single day business (on Thursday) by any film in the history of Indian Cinema and also creates new benchmark by surpassing all previous Diwali records (on Wednesday, its first day)

Mumbai, 28th October 2011: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry has announced a stunning opening for Shah Rukh Khan's *Ra.One*, produced by Red Chillies Entertainments which released across theatres worldwide on 26th October 2011. The Diwali release has garnered a bumper gross collection of Rs. 62.50 crores in its opening two days of Diwali and New Year.

Ra.One grossed Rs. 26.5 crores with a net of Rs. 18.5 crores on Wednesday 26th October making it the highest ever Diwali day collection in the history of Indian cinema. The second day collections on Thursday 27th October were even more impressive with the film raking in Rs. 36 crores gross with a net of Rs. 25.10 crores making it the highest collection ever for a single day for an Indian film. Also in the overseas market film has shown magnificent performance being the highest collections for any Indian film so far.

Commenting on the opening, **Nandu Ahuja, Sr. VP, Distribution, Eros International Media Ltd** said, *"We are witnessing unparalleled collections across the country with record breaking figures from different territories. Business usually gets hampered on Diwali day in the evening due to Laxmi pooja, despite which Ra.One has performed exceptionally well across the country and has proved to be the biggest ever Diwali day release. The film has opened at 95 to 100% collections from most territories and is a sure sign of one of the biggest blockbusters in the making in Bollywood. The second day figures have also broken records for the highest collections for a single day for an Indian film".*

Kamal Jain, Group CFO, Eros International Media Ltd added, *"Majority of the film's costs have been recovered before the film hit theatres and the box office numbers are exemplary*

giving major boost to profitability. We are extremely happy with the box office performance of the film as the same is very much in line with our expectations".

Releasing over the extended festive weekend, *Ra.One* opened across more than 4,000 plus screens worldwide (3,100 plus screens in India and 904 prints internationally, including 3D, Tamil and Telugu) to rave responses and continues to draw in record numbers released across. The film has earned glowing reviews from leading critics including Nikhat Kazmi of The Times of India who described *Ra.One* as *'paisa vasool entertainment' (3 ½ stars)*, leading trade analyst and critic Taran Adarsh who has praised the film as a *'solid entertainer and having Blockbuster written all over it'* (4 ½ stars) and Subhash K Jha who termed *Ra.One* as *'a crackerjack of a clutter breaker...smart, sassy, saucy and scintillating' (3 ½ stars).*

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.

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