



8th 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 Limited
Exchange Plaza, 5th Floor,
Plot No – C Block, G Block,
Bandra Kurla Complex,
Mumbai 4000 51

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

Sub : Press Release – Eros International announces Grand Success of Golmaal 3 in its opening weekend

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

Thanks & Regards,

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.)

Corporate Office: Second Floor, Satyadev Building, Off New Link Road, Andheri (W), Mumbai - 400 053.

Tel.: +91-22-4053 8500 Fax: +91-22-4053 8540 E-mail: eros@erosintl.com • www.erosentertainment.com

Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.



Eros International announces grand success of Golmaal 3 with a gross of Rs. 70 crore worldwide in its opening weekend

Mumbai, 08 November 2010: Eros International Media Ltd (Eros International), the largest studio in India has announced the stupendous opening for Rohit Shetty's Golmaal 3, produced by Shri Ashtavinayak Cine Vision Ltd which released across theatres worldwide on 05 November 2010. The film has garnered an impressive gross collection of Rs. 70 crore worldwide in the opening weekend itself.

The much awaited Diwali release triumphed at the box office with a remarkable gross collection of Rs. 60 crore (Net Collection of Rs. 40 crore) in India and Rs. 10 crore overseas within just three days. The film opened across 2000 plus screens worldwide to rave responses and continues to draw in record numbers.

One of the most anticipated films this year, Golmaal 3 stars Ajay Devgn, Kareena Kapoor along with Mithun Chakraborty, Arshad Warsi, Tusshar Kapoor, Shreyas Talpade, Kunal Khemu, Ratna Pathak, Jhonny Lever, Sanjay Mishra, Vrajesh Hirjee and Ashwini Kalsekar.

Commenting on the opening, Nandu Ahuja, Sr. VP, Distribution, Eros International Media Ltd said, "It's a very proud moment for us as Golmaal 3 opened at 80% - 90% occupancy across the country. Moreover, the long Diwali weekend helped draw in large footfalls in theatres. The film is running packed shows all over India and the current figures strongly indicate that the film is a blockbuster in the making. The feedback received from our distributors and audiences also suggest that there is tremendous repeat viewing factor which will only enhance the performance of the film in the coming weeks."

Pranab Kapadia, President – Distribution - Eros International plc added, "Golmaal 3 is enjoying a superb response with a fabulous opening across UK, Australia, middle east etc".

Ken Naz, President, Eros International, USA added, "Golmaal 3 has taken an excellent opening in USA. The reports have been extremely encouraging with sold out evening shows in most theatres much in advance."

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

Kamal Jain
Eros International Media Limited
Tel: +91 22 4053 8500
Fax: +91 22 4053 8540
E-mail: kamal.jain@erosintl.com

Anoop Poojari / Urvashi Butani
Citigate Dewe Rogerson
Tel: +91 22 6645 1211/ 1219
Fax: +91 22 6645 1200
Email: anoop@cdr-india.com
urvashi@cdr-india.com