June 12, 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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Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com
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Eros International announces the launch of its online music channel
***Eros Now Music* on YouTube**

Mumbai, 12th June 2012: Eros International Media Ltd (EIML), a leading global company in the Indian film entertainment industry has announced the launch of its dedicated online music service, '**Eros Now Music**' on YouTube.

Eros has leveraged its wide reach and the subscriber base of its YouTube presence to launch a new channel Eros Now Music for established and emerging artists. The platform www.youtube.com/erosnowmusic will showcase original music content and leverage from the global reputation of Eros as a leading premium content provider.

Eros Now Music will feature established as well as emerging talent including Shaan, DJ Sheizwood, UK based pop artist Kimeli, Shweta Yogendra, Farhan Saeed, Gajendra, Simmy and Tippy, Rahul / Shah Rule among others. The content on the newly launched channel will include music videos and special behind the scenes footage.

Speaking on the launch of the digitized music channel, **Ricky Ghai, CEO Eros Digital** said, *"As a part of our digital transformation, the launch of Eros Now Music is a step forward in providing rich and original music exclusively on the digital platform. The idea is to promote existing talent and discover new voices and build universal appeal for Asian music. This is a part of Eros's global vision to raise the stake, appreciate the raw and diverse talent of South Asian Music and promote it on the world platform".*

www.youtube.com/erosnowmusic

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