Wednesday, April 13, 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 "Eros International to release BOL on 20 May 2011".

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia
Company Secretary and Compliance Officer
Eros International Media Ltd.

Encl : As above

Eros International to release BOL on 20 May 2011

'Khuda Kay Liye' director Shoaib Mansoor creates yet another gripping drama starring Atif Aslam and Humaima Malick.

Mumbai, 13 April 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio, has announced the worldwide release of Shoaib Mansoor's 'Bol' on 20 May 2011. The highly talented Pakistani director is back with a hard hitting social drama after his critically acclaimed and award winning film '*Khuda Kay Liye*'.

Eros International's 'Bol', in association with Geo Films and Shoman Productions is produced by Vikram Rajani, Shahid Jamal and is written and directed by Shoaib Mansoor. The film is based in Lahore & aims at highlighting the sorry plight of women who are treated as a worthless burden to a family in most parts of the society. The film narrates the story of a girl, a daughter who stands up and challenges the age old societal norms of treating women as lesser beings.

The movie stars renowned Pakistani actress Humaima Malick in the lead along with singing sensation Atif Aslam as well as Iman Ali, Mahira Khan, Manzar Sehbai & Shafaqat Cheema.

With a soulful background score by talented musician Baqir Abbas, the film has songs by several Pakistani artistes like Atif Aslam, Hadeeqa Kiyani, Sajjad Ali, Shabnam Majeed, Ahmad Jahanzeb, Shuja Haider

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

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