April 24, 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 International's 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
Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.

PARENT COMPANY OF EROS INTERNATIONAL MEDIA LIMITED ANTICIPATES ENTERING INTO DEFINITIVE AGREEMENT TO ACQUIRE CONTROL OF B4U, THE GLOBAL BOLLYWOOD TV NETWORK

Mumbai, 24th April 2012: Eros International Media Ltd (EIML), a leading global Company in the Indian film entertainment industry advises that its parent Company Eros International Plc (Eros) anticipates entering into a definitive agreement on or after April 24, 2012 to acquire control of B4U Television Network ("B4U"), the global Bollywood television network.

Highlights

- Eros will acquire the approximately 76% of B4U it does not currently own; for a cash and share consideration of US$53.1 million;
- B4U is a global television network that provides Indian programming across two digital television channels, B4U Music and B4U Movies;

B4U is available in more than 100 countries, including India, the UK, the US, Canada and countries in the Middle East and Africa.

Kishore Lulla, Chairman and Chief Executive Officer of Eros International Plc, commented:

"We are delighted to announce our anticipated acquisition of the remaining 76% of B4U. We expect that B4U's global network, as well as its film and music content, will complement Eros' existing product offering."

Eros anticipates entering into a definitive agreement on or after April 24, 2012 to acquire control of 100% of B4U. B4U distributes Bollywood movie content via B4U Movies, a premium digital Bollywood movie channel, and B4U Music, a digital Bollywood Music channel.

Eros currently holds approximately 24% of B4U, but has not exercised significant influence over the company. Eros will purchase the 76% it does not currently own for an aggregate purchase price of $53.1 million.

B4U

B4U is a global television network that provides Indian programming across two digital television channels, B4U Music and B4U Movies. As of December 31, 2011, B4U was available in more than 100 countries including India, the UK, the US, Canada and countries in the Middle East and Africa.

B4U generates the majority of its revenues internationally, predominantly through fees earned from being a part of a cable or satellite service provider's subscription package, and within India from advertising. We expect B4U to benefit from expanding international coverage and growing television advertising spend in India.

B4U Movies is a dedicated Indian film channel. A significant portion of its programming consists of recently released theatrical motion pictures. B4U licenses recently released and older titles from a variety of content providers including Eros.

B4U Music is a dedicated music television channel that broadcasts music content by working directly with content right owners like Eros, and record companies, to bring music content to viewers. Programming on B4U Music consists of both classic and new Bollywood hits as well as international music.

Our pending acquisition of B4U remains subject to customary closing conditions, including the receipt of necessary regulatory approvals, and may not occur on the expected terms or at all. The deadline to close the transaction is approximately 120 days from the date of the definitive agreement unless mutually agreed to be extended.

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About Eros International Media Ltd

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 Media Limited 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