May 26, 2014

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 400 051

Sub: Press Release

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

Dear Sir/ Madam,

Please find enclosed herewith Press Release of Eros International Media Limited.

You are requested to kindly take the information on record.

Thanking you

Yours faithfully,

For Eros International Media Limited

EROS INTERNATIONAL MEDIA LIMITED MUMBAI

Dimple Mehta
Company Secretary & Compliance Officer

Encl:- Press Release

KOCHADAIIYAAN

Power of Thalaivar!

Rajinikanth's Kochadaiiyaan rules the box office with a Rs. 42 crore worldwide gross in the opening weekend

Mumbai, 26th May, 2014: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry, has announced a blockbuster opening weekend of the futuristic fantasy event of the year '***KOCHADAIIYAAN*' - The Legend**, at the box office with a massive **Rs. 42 crore** gross worldwide.

Eros International released the film in 2D and 3D on May 23rd 2014, in 6 languages in over 3,000 screens worldwide. Tamil Nadu distribution was undertaken directly by Eros International.

Directed by **Soundarya Rajnikanth Ashwin,** the *Photorealistic Performance Capture* technology film has set a new milestone in the history of Indian cinema and set the box office ringing with a bumper opening weekend and **grossed Rs. 30 crore in India** and **Rs. 12 crore overseas**. Markets with Rajni stronghold like UAE, Malaysia and Singapore have shown superlative performance. With pre-sales from satellite rights in multiple languages, audio and music rights exploitation, brand tie ups and other income, the film is well on its way to cross Rs 100 in revenue just after the opening weekend.

Commenting on the successful opening of the film, **Nandu Ahuja, Senior V P, India Theatrical, Eros International Media Ltd said,** "*Thalaivar fans have given huge thumbs up to the film which showcases the charisma of their favorite superstar in a never seen before avatar. Advance booking for the opening weekend especially in Tamil Nadu were outstanding and true to Rajni films, the shows opened as early as 5.00 a.m. to capacity audiences with the build-up commencing the night before. As the film continues to attract huge numbers with its high octane action, photo realistic animation and of course Rajinikanth's larger than life persona, we expect the film to continue wowing audiences.*"

Commenting on the film's performance overseas, **Pranab Kapadia, President, Marketing and Distribution, Eros International Plc,** added, *"Fans of the superstar across the world have appreciated the film and it has opened extremely well in the overseas markets."*

Jyoti Deshpande Group CEO & MD of Eros International Plc said *"We are delighted with the superb response to the film which has been a labour of love over the last two years. We thank the critics and the audiences that have helped build such a wonderful momentum to the film and given recognition to Soundarya's vision and talent. We are seeing an overwhelming demand for a prequel or a sequel. Watch this space. But for now enjoy Kochadaiiyaan in 2D or 3D with your entire family, in a big screen near you, in a language of your choice".*

Kochadaiiyaan is an epic dramatization of good versus evil starring South Indian megastar **Rajinikanth** in a double role in a larger than life depiction. Also starring in the grand production is leading lady **Deepika Padukone** together with South India's leading stars **R. Sharath kumar**, **Nazar**, **Aadi, Shobana** and **Rukmini.** Providing the musical score to this magnum opus is Oscar-winning composer **A R Rahman.**

About Eros International Media Ltd (Eros International)

Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code: EROSMEDIA) is a leading global company in the Indian film entertainment industry that acquires, co-produces and distributes Indian films across all available formats such as cinema, television and digital new media. Eros International is part of Eros International Plc, which became the first Indian media Company to raise capital and be listed on the New York Stock Exchange. Eros International has 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 built a dynamic business model by combining the release of new films every year with the exploitation of its film library. For further information please visit: www.erosintl.com