December 21, 2015

The DCS – CRD
BSE 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**

**Dimple Mehta**
**Company Secretary & Compliance Officer**

**Encl:-** Press Release

## Eros International and Bhansali Productions' *Bajirao Mastani* captivates the imagination of critics & audiences and takes worldwide box-office by storm

## Garners an excellent Rs. 90.80 crore worldwide in its opening weekend, with a gross box office of Rs. 60.80 crores in India and Rs. 30 crore overseas

**Mumbai, 21st December 2015**: Eros International Media Ltd, a leading global company in the Indian film entertainment industry released its latest ***Bajirao Mastani*** to thundering applause and rave reviews from critics and fans worldwide. Directed by master craftsman Sanjay Leela Bhansali, *Bajirao Mastani* ended the opening weekend on a big high collecting **Rs. 90.80 crore worldwide – Rs. 60.80 crore gross (Rs 46.77 crore NBOC) in India and Rs. 30 crore (USD 4.5 million)** overseas. The film showed an upward graph through the weekend with collections showing a jump of 21% on Saturday over Friday and 44% jump on Sunday over Friday in multiplexes across India.

As trends indicate, *Bajirao Mastani* has shown unprecedented response on Monday too with morning and noon shows registering higher collections over Friday morning and noon shows, promising bigger and better first week collections.

Starring **Ranveer Singh**, **Deepika Padukone** and **Priyanka Chopra**, *Bajirao Mastani* has reported phenomenal business overseas too. The film is at number 10 in the Top Ten US box office charts and number 7 on the UK charts. *Bajirao Mastani* has grossed a fantastic $1.7 million for the weekend in the USA. Eros released *Bajirao Mastani* across 3750 screens worldwide and expects showcasing to further increase to meet demand in the next week.

With critics and cinegoers hailing the film a "masterpiece" and an "epic saga", one they highly recommend watching, *Bajirao Mastani* is a celebration of Indian cinema and it's no surprise that the critical acclaim has been followed by the film's remarkable commercial success.

Commenting on the film's performance, **Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited**, said, *"Sanjay Leela Bhansali has once again delivered a film rich in content and high on entertainment. Bajirao Mastani has truly delivered on its promise of being not just a film, but an experience. Following superb audience and critics reactions, the film has shown an outstanding growth in collections through the weekend. Ticket sales across multiplexes in India have been humungous and extremely encouraging with occupancies ranging between 70 to 80%. This in itself speak volumes of the power of good content and the film's performance. With at least 2 weeks holidays and no new releases ahead, we expect the film to continue growing".*

**Pranab Kapadia, President – Marketing & Distribution, Eros International plc** added on the film's overseas performance, "*Bajirao Mastani is a true masterpiece of Indian cinema that we*

*have been very proud to showcase to the global audience. Films like this don't come along every day and Bajirao Mastani has been one of the most talked about Indian films overseas".*

With the success of *Bajirao Mastani,* it is indeed Eros' year at the box office with the company delivering some of the biggest blockbusters this year including critically acclaimed films namely *Bajrangi Bhaijaan, Tanu Weds Manu Returns, Badlapur and NH10.* Eros has also successfully released a host of regional hits like *Srimanthudu, Belaseshe, Mumbai Pune Mumbai 2* etc.

Eros International and Bhansali Productions' *Bajirao Mastani* released worldwide on December 18.

**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 2,000 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

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