7th June 2011

To
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 4000 51

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

Dear Sir,

Please find attached Eros International's Press Release titled "**Eros International to bring blockbuster experience at low cost through the Mint Pod**".

You are requested to take this information on record.

Yours Faithfully

For **Eros International Media Limited**

EROS INTERNATIONAL MEDIA LIMITED MUMBAI

(Kamal Jain)
Group Chief Financial Officer (India)

EROS INTERNATIONAL MEDIA LIMITED
(Formerly known as Eros International Media Private Ltd.)
Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
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Eros International to bring blockbuster experience at low cost through the Mint Pod

In-Flight Entertainment at your finger tips

Mumbai, June 6, 2011: **Eros International Media Ltd (Eros International),** India's largest integrated film studio with a film library of over 1,100 titles, has tied up with Mumbai–based technology company, IP Avenue to bring a new revolution for in-flight entertainment. Through this association, the Mint Pod, a 5.3" wireless interactive hand held TV developed by IP Avenue, will provide personalized entertainment to air travelers at a nominal fee. Betting on entertainment requirements on low-cost carriers,

Eros In-flight Entertainment Division, which provides Indian and International programs to over 35 International airlines flying to India and also specializes in entertaining discerning air travelers, will now entertain passengers on a whole new level with the Mint Pod. The light-weight wireless device would dish out a host of entertainment programs such as blockbuster movies, fashion shows, cartoons, travel shows, laughter shows, catering to all age groups. It has over 30 hours of content to keep passengers entertained and occupied during their journey. The Mint Pod allows easy browsing, fast forwards and rewinding facility.

Mint Pod is currently available for flights like Go Air where a traveller can conveniently rent them for a nominal fee. This feature will soon be made available in other Indian Low Cost Carriers as well as a few International carriers. In terms of technology, the Mint Pod's content is encrypted, aviation copyrighted, with the ability to listen only with help of headphones thereby not disturbing fellow passengers.

With respect to the tie-up with IP Avenue, **Mr. Prashant Gaonkar, VP In flight Entertainment, Eros International Media Ltd said,** *"Presently, we are one of the largest licensors of Indian film entertainment to a number of key airlines including Air India, Jet Airways, British Airways, Delta, Emirates, Kingfisher, Singapore Airlines, Lufthansa and Virgin Atlantic. We understand that the very business model of low cost carriers doesn't allow personalized entertainment systems on board. Sensing opportunity in this space, we decided to tie-up with IP Avenue and provide*

EROS INTERNATIONAL MEDIA LIMITED MUMBAI

personalized entertainment to passengers through their interactive Nano TV. With our library of over 1,100 film titles, we are well positioned to make low-cost air-travel a memorable and entertaining experience for passengers."

IP Avenue or the Internet Protocol Avenue is a technology company with its roots spanning from New York to Mumbai. The company is involved in back office operations, multimedia and convergence technologies. IP Avenue recently launched 'Mint' ('My Interactive Nano Tv'), which is a hand held light-weight wireless multimedia system. With MINT Pod, IP Avenue is looking at revolutionising and enhancing viewing experiences in the field of sports, security, entertainment, and aviation. Founded in January of 2008, IP Avenue is a privately held partnership company with operations in Mumbai, Chennai (India) New York, California (USA) and Tokyo (Japan).

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 1,100 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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