October 14, 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 attached herewith this document.

You are requested to take this information on record.

Thanks & Regards,

Rajesh Bhatia

Company Secretary and Compliance Officer

Eros International Media Limited

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
(Formerly known as Eros International Media Private Ltd.)
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Changing the face of movie marketing in India

Eros International & Red Chillies announce brand tie-ups worth Rs. 52 crores for Ra.One

Mumbai, 14th October 2011: Eros International Media Ltd (Eros International), India's largest integrated film studio along with Red Chillies Entertainment are set to release Shah Rukh Khan's most ambitious project *Ra.One* this festive season on 26th October. The countdown to the film's release marks the culmination of one of the biggest marketing blitzkrieg for any Indian film ever, embarked upon by Eros and Shah Rukh Khan with brand tie-ups to the tune of Rs. 52 crores.

The country's biggest brand SRK and leading film studio Eros have come together, jointly exploiting the film's potential and additional revenue streams making *Ra.One* the first of its kind landmark film. Expected to be India's best marketed film with a 360 degree global campaign and a record number of brands on board, the marketing spends on Ra.One have been subsidized considerably through major brand tie-ups in excess of 25 brands. These include Sony PlayStation, YouTube, Nerolac, McDonald's, Western Union Money Transfer, UTV Indiagames, Videocon, Nokia, Coke, ESPN Star Sports and Cinthol amongst others.

Eros International and Red Chillies have already recovered a major portion of their investments through in-film branding, media endorsements and through pre-licensing Cable & Satellite rights, music and other rights.

Eros International is planning a very wide release for the super hero action packed film in 2D and 3D formats in Hindi, Tamil and Telugu with over 3500 screens worldwide, out of which approx 500 screens are expected to be in 3D in India and approximately 50 plus 3D screens overseas.

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