March 16, 2012

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,

For, Eros International Media Limited

Kamal Jain

Authorised Signatory

Encl: As above

EROS INTERNATIONAL MEDIA LIMITED
(Formerly known as Eros International Media Private Ltd.)
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Eros International announces the launch of its online entertainment service "Eros Now"

Eros Now to offer digitized Bollywood film content

Mumbai, 16th March 2012: Eros International Media Ltd (EIML), a leading global company in the Indian film entertainment industry has announced the beta-launch of its dedicated online entertainment service, **"Eros Now".**

As an Eros International brand, a leader in theatrical production and distribution for South Asian content, Eros Now will ultimately provide access to Eros' Bollywood film library as well as music videos, audio tracks and original programming. With immediate effect, Eros Now represents the Group's overall digital brand with all digital content branded as such across the Group's website, YouTube and Twitter pages and the company's entertainment application.

The service will cater for both premium and standard users. All movies are part of the subscription service, 'Eros Now Premium', whilst all remaining content can be accessed for free and is supported by advertisements.

The main website, www.erosnow.com, will be available globally with users able to purchase an Eros Now premium subscription.

Eros' new offering follows the company completing the digitisation of majority of its film library and positions the Group to exploit demand for its high quality premium content 'on demand' and via 'mobile' services.

Speaking on the launch of the online entertainment service, **Ricky Ghai, CEO Eros Digital** said, *"We believe we are on the threshold of a digital transformation and our significant digitised content library enables us to deliver optimum customer experiences across media spaces. Eros Now's mission is to develop a service that engages a new digital generation of South Asian's globally - when, where and how they want. We aspire to be the leading South Asian digital brand of choice for consumers, advertisers and global media partners".*

www.erosnow.com

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 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 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 over three decades of experience in establishing a global platform for Indian cinema. The Company has an 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 its business by combining the release of new films every year with the exploitation of a large film library, making it one of the largest content owners in the Indian film business.

For further information, please contact

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