



22nd November 2010

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

Sub : Press Release – Eros International announces release of film Toonpur Ka Superr Hero on 24th December 2010

Dear Sir,

With reference to captioned subject enclosed please find herewith press release with respect to worldwide release of film *Toonpur Ka Superrhero* directed by ad filmmaker Kireet Khurana, on 24 December 2010.

Kindly take note of the same

Thanks & Regards,

Yours faithfully,

For Eros International Media Limited


Rajesh Bhatia
Company Secretary & Compliance Officer

EROS INTERNATIONAL MEDIA LIMITED

(Formerly known as Eros International Media Private Ltd.)

Corporate Office: Second Floor, Satyadev Building, Off New Link Road, Andheri (W), Mumbai - 400 053.
Tel.: +91-22-4053 8500 Fax: +91-22-4053 8540 E-mail: eros@erosintl.com • www.erosentertainment.com
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.



Eros International to release *Toonpur ka Superrhero* on 24 December 2010

Mumbai, 22 November 2010: Eros International Media Ltd (Eros International), India's largest integrated film studio, has announced the worldwide release of its live action animation film *Toonpur Ka Superrhero* directed by ad filmmaker Kireet Khurana, on 24 December 2010.

Produced by Krishika Lulla and Kumar Mangat, the keenly awaited family entertainer stars Ajay Devgn and Kajol in the lead roles. *Toonpur* is an exciting story where a reel life hero accidentally lands in a world of cartoons and transforms into a real life hero. The film will have Ajay Devgan playing himself, an actor.

Speaking on the announcement, Sunil Lulla, Managing Director, Eros International Media Ltd said, *"Children with their families will enjoy watching their favorite actors Ajay & Kajol along with some charming new cartoon characters of the Toonpur world. I am sure that this fun and adventure filled family entertainer will win the hearts of our audiences".*

About Eros International Media Ltd (Eros)

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 1,000 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

For further details please contact

Kamal Jain
Eros International Media Limited
Tel: +91 22 4053 8500
Fax: +91 22 4053 8540
E-mail: kamal.jain@erosintl.com

Anoop Poojari / Urvashi Butani
Citigate Dewe Rogerson
Tel: +91 22 6645 1211/ 1219
Fax: +91 22 6645 1200
Email: anoop@cdr-india.com
urvashi@cdr-india.com