



May 25, 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 MEDIA LIMITED

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CIN No. L99999MH1994PLC080502



**Eros International announces two new Tamil projects *Perai Thedia Natkal & Enkitta Mothathe*
Expands South strategy for content driven cinema**

Chennai, 25th May 2015: Eros International, a leading global company in the Indian film entertainment industry recently announced the launch of two new Tamil films to be co-produced with RV Films, namely *Perai Thedia Natkal* and *Enkitta Mothathe* which will release by end of the year.

With a move to further enhance its presence in the south through a mix of big ticket releases combined with a strong content driven slate, Eros is looking at encouraging new talent through these ventures. Having previously worked as a writer and creative associate of the critically acclaimed *Vidiyum Munn* and co-director of the forthcoming *Yagavarayinum Naa Kakka*, Abraham Prabhu will make his directorial debut with *Perai Thedia Natkal*, a romantic drama starring Ashok Selvan. The remaining cast of the film would be announced soon.

Enkitta Mothathe is an action drama starring Natarajan Subramaniam Rajaji, Vijay Murugan and Radha Ravi and will be directed by Ramu Chellappa who has previously worked as assistant director on projects such as *Kedi Billa Killadi Renga*, *Mayakkam Enna* and *Pasanga* etc. With *Enkitta Mothathe*, he makes his debut as director amassing his nine years of experience as an AD. The film was flagged off on 22nd May 2015 in the presence of the entire cast namely Natraj, Sanchitha Shetty, Radha Ravi and Rajaji along with the director Ramu Chellappa at Velco theatre in Anakaputhur.

Commenting on the development, **Sagar Sadhwani, Sr. VP – Business Development, Eros International** said, *“These films are in line with our strategy to promote rightly priced, strong content driven films. With plans to expand in the southern markets, apart from our marquee releases, we want to back projects with fresh concepts and scripts that help recognize promising talent in the industry. By supporting such cinema, we want to encourage emerging talent to align with our vision of presenting quality cinema”*.

For more information and fresh updates on new projects, log on to www.erosnow.com

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 1,200 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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