



February 23, 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

A handwritten signature in blue ink, appearing to read "Dinesh Modi", is written over a faint circular stamp.

Dinesh Modi
Chief Financial Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

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CIN No. L99999MH1994PLC080502



Eros International launches Motion Pictures Production Company

TRINITY PICTURES

Appoints Ajit Thakur as CEO to lead company's focused production initiatives

Mumbai, 23rd February 2015: Eros International has announced the appointment of Ajit Thakur as CEO to spearhead the company's motion pictures production division, **Trinity Pictures**. Ajit has joined the leadership team at Eros and will lead Trinity Pictures' endeavor to invest in developing intellectual property in-house.

Speaking on the development, **Jyoti Deshpande, Group CEO, Eros International** said, *"We are excited about taking a big creative initiative with Trinity and warmly welcome Ajit to join the Eros family to drive this initiative with his wealth of experience and successful track record. While our acquisition and co-production model is all about scale, portfolio and market share, the Trinity label will be all about quality, success rate and building franchises with lasting value which perfectly complements our overall content strategy. We are fortunate to have David Maisel, the founder of Marvel Studios on the board of Eros International plc and are hopeful of recreating some of that franchise magic for Trinity"*.

Ajit Thakur, CEO, Trinity Pictures added, *"It has been a dream to build a franchise based motion picture label and in Eros I have found a perfect home to my dreams. I am happy to be a part of the Eros family, India's biggest film studio and hoping to create at Trinity something meaningful and of lasting value"*.

Before joining Eros, Ajit Thakur has held a number of key positions for companies such as Coca Cola and Unilever, UTV, Sony Television and most recently Star TV.

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

For further information, please contact

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