



**February 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, 5<sup>th</sup> 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 "Dimple Mehta", is written over a blue circular stamp.

**Dimple Mehta**

**Company Secretary & Compliance Officer**



**Encl:- Press Release**

**EROS INTERNATIONAL MEDIA LIMITED**

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Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com  
Regd. Office: 201, Kailash Plaza, Plot No. A-12, Opp. Laxmi Ind. Estate, Link Road, Andheri (W), Mumbai - 400 053.  
CIN No. L99999MH1994PLC080502



## ErosNow to Showcase SET and SAB Television Shows

*Subscribers of entertainment portal ErosNow will now also be able to watch SET and SAB TV's popular shows at no additional cost.*

**Mumbai, February 25, 2015** – Eros International Media Ltd (“Eros”), a leading global company in the Indian film entertainment industry announced today that its on-demand entertainment portal ErosNow has now added popular SET and SAB TV shows to its catalogue of content. With this announcement, content from SET and SAB will be available to members with no extra subscription costs.

This partnership allows ErosNow to showcase SET and SAB's premier television content of top rated serials and soaps. Most of the shows are currently on-air, thus archived content will be made available on the platform as well. Digital platforms primarily serve as an opportunity for audiences to catch-up on their favourite shows and addition of content from MSM will give audiences a wider portfolio of content on ErosNow. Popular shows like CID, Taarak Mehat Ka Ooltah Chasmah and Balveer will be made available to subscribers, making ErosNow a one stop destination for viewing quality Indian content online:

**Ms. Rishika Lulla Singh, CEO, ErosNow** said, *“We are very excited to have partnered with one of India's leading entertainment player Sony for providing premium television content on ErosNow platform. This strengthens our library with prime television programming from Sony and SAB TV and helps deliver our subscribers with wide range of soaps, serials and reality shows. With this, we are offering extensive content from four leading entertainment channels and are confident this content will be enjoyed worldwide on ErosNow.”*

**Mr. Uday Sodhi, EVP & Head, Digital Business – Multi Screen Media** said, *“We're always looking to associate with leading entertainment portals to syndicate our content and expand our audience base. Digital syndication is a key focus for us and it's important for us that we work with established and quality players in this space and from that perspective, ErosNow was a perfect fit.”*

### 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](http://www.erosintl.com)

### About ErosNow

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Eros Now, the company's on-demand entertainment portal accessible via internet-enabled devices, was launched in 2012 and now has available a selection of hundreds of movies and thousands of music videos. Eros Now will continue to expand its content to include the company's full film library, as well as further third party content. For further information please visit: [www.erosnow.com](http://www.erosnow.com)

#### ABOUT MSM:

Sony Pictures Television (SPT) backs Multi Screen Media Private Limited, which is India's leading television network. It comprises Sony Entertainment Television (SET), one of India's leading Hindi general entertainment television channels; MAX, India's premium Hindi movies and special events channel; SAB, a family comedy entertainment channel; PIX, the English movie channel; MIX a refreshing Hindi music channel, SIX, India's Premier Sports Entertainment Channel and its own digital platforms Sony LIV & LIV Sports. Multi-Screen Media's channels are available across the Globe and influence over 400 million viewers in the Indian sub-continent, and the Sout Asian Diaspora worldwide.

SONY Entertainment Television, Sony HD, MAX, SAB, MIX, PIX, SIX, SIX HD, AXN, Animax, Aath, Discovery Channel, Discovery Channel Tamil, Animal Planet, TLC, Discovery Science, Discovery Turbo Discovery Kids and Discovery HD World, it also distributes the leading News network in the country - the TV Today Network channels - Headlines Today, AajTak and Tez and the premium Sports' channels - Neo Prime & Neo Sports.

For further details:

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