



January 27, 2014

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 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.

Yours faithfully,

For Eros International Media Limited

Dimple Mehta

Company Secretary & Compliance Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

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Jai Ho - Salman Khan entertainer grosses Rs. 101.26 crore worldwide

Biggest weekend gross for a non-festive Salman release

Mumbai, 27th January, 2014: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, has announced a strong opening weekend for *Jai Ho* at the box office with an impressive **Rs. 101.26 crore gross worldwide**, despite a non holiday weekend. Produced by Eros International and Sohail Khan Productionz, the Salman Khan starrer released across approximately 5000 screens worldwide on January 24th, 2014.

Salman mania once again drove audiences to the ticket counters during the opening weekend and amassed a significant **Rs. 78.90 crores gross (Rs. 60.68 crore nett) in India and 22.36 crore (US\$ 3.55 million) overseas**. At the domestic box office, the film opened Rs. 17.75 crore on Friday followed by Rs. 16.68 crore on Saturday. With fantastic word of mouth, the film's collections showed a massive jump of 64% on Sunday garnering an attractive Rs. 26.25 crore at the domestic BO office.

Speaking on the film opening, **Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited** said, "*Salman fans have given a huge thumbs up to Jai Ho. The film is packed with Salman style action along with the emotion and message of the human chain of goodness and it has touched the right chord with his fans. This is an outstanding opening and his highest where we didn't have the added advantage of a long weekend*".

Pranab Kapadia, President, Marketing & Distribution, Eros International plc added, "*With January usually being a slow start in the overseas markets, the overseas weekend for Jai Ho was excellent. This also being a non holiday period reflects very well on the film's opening. It is trending at a similar or better level compared to recent Salman blockbusters*".

Jai Ho earned rave reviews from leading critics including Times of India calling it, "*The film has the heart and the haath in the right place*" (***) ½ stars) and Taran Adarsh on bollywoodhungama.com declaring it as a, "*A sure shot winner, it easily ranks amongst Salman's better films. This one has the potential to emerge a Blockbuster at the box office.*" (****) ½ stars)

Directed by Sohail Khan, Jai Ho also stars Tabu, Daisy Shah and Danny Denzonga in important roles.

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 1,100 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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