



September 10, 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.

Thanking you

Yours faithfully,

For Eros International Media Limited

A handwritten signature in blue ink, appearing to read "Dimple Mehta", is written over a horizontal line.

Dimple Mehta

Company Secretary & Compliance Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
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



Eros International to release the much awaited Mahesh Babu starrer *Aagadu* on 19th Sept

Mumbai, 10th September, 2014: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, today announced its collaboration with **14 Reels Entertainment** to release the highly anticipated upcoming Telugu action comedy, ***Aagadu***, on September 19th, 2014. Starring South superstar Mahesh Babu and Tamanna Bhatia in lead roles, Eros will release *Aagadu* in across 2000 screens in four south Indian languages. Apart from Telugu, the film will see a Tamil, Kannada and Malayalam release in dubbed versions.

Directed by well known filmmaker Srinu Vaitla, the film marks the director's second association with Mahesh Babu, whose earlier release *Dookudu* went on to become one of the biggest hits of Telugu cinema of all time.

Commenting on the acquisition, **Sunil Lulla, Managing Director, Eros International Media Limited** said, *"We are very excited to once again join hands with 14 Reels and Mahesh Babu for this film. With its hugely popular star cast, compelling screenplay and high octane entertainment, we are confident Aagadu will recreate the magic of Mahesh Babu-Srinu Vaitla combination"*.

The producer trio of 14 Reels (Ram, Gopi Achanta and Anil Sunkara) expressed their happiness in teaming up with Eros International and expressed their utmost confidence in the film. This is 14 Reels' third film in association with Mahesh Babu.

The music of the film which released last week is creating ripples in the audio market.

Aagadu also stars Sonu Sood as the primary antagonist and Shruti Haasan in a special dance number. The soundtrack for the film is composed by S. Thaman which marks his 50th film as a music composer.

With this announcement, Eros continues to made strategic inroads into south Indian cinema. With its growing distribution prowess in the regional markets combined with tie-ups with leading players, the company is gung ho on strengthening its presence there.

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

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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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