



August 19, 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, 5<sup>th</sup> Floor,  
Plot No – C Block, G Block,  
Bandra Kurla Complex,  
Mumbai 400 051

Dear Sir/ Madam,

**Sub: Press Release**

**Ref: BSE Script Code: 533261; NSE Script Code: EROSMEDIA**

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**

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 Now Acquires Worldwide Rights to Zee TV Premier Television Content**

*Zee TV flagship programming including Jodha Akbar, Fear Files, Ek Mutthi Aasmaan, Pavitra Rishta, Qubool Hai and many more all on ErosNOW*

*ErosNow subscribers to have online streaming access to popular soaps, serials and reality shows at no additional cost*

**Mumbai – August 19, 2014** – 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 acquired the worldwide rights of popular Zee TV shows. With this announcement, content from ZEE will be available to members with no extra subscription costs. With a reach of more than 169 countries and access to more than 670 million viewers globally, Zee TV is the largest media franchise serving the South Asian Diaspora.

This partnership allows ErosNow to showcase ZEE’s premier television content ranging from top rated serials and soaps to reality shows. The following titles will be available to subscribers, making ErosNow a one stop destination for viewing quality Indian content online:

- Ek Mutthi Aasmaan
- Pavitra Rishta
- Fear Files
- Sapne Suhane Ladakpan Ke
- Jodha Akbar
- Do Bandhe Ek Dori Se
- Kumkum Bhagya
- Qubool Hai
- Aur Pyar Ho Gaya
- Armano ki Doli

**Rishika Lulla Singh, CEO, ErosNow** said, *“We aim to provide a robust customer experience with an extensive content offering. We are thrilled to introduce prime television programming from Zee TV into our content mix. Partnering with a leading television player like ZEE for compelling content is a natural step to providing the very best of Indian entertainment to our consumers worldwide. We are very excited to bring these shows to the platform and are confident this content will be enjoyed worldwide on ErosNow.”*

**Punit Goenka, MD & CEO, Zee Entertainment Enterprises Limited (ZEEL)** said, *“Zee has always been a leader in the media and entertainment space, having evolved from being a broadcaster to a content creator and aggregator. Our premium television content is enjoyed by a large global audience across diverse platforms, with a definitive surge in younger viewers who are more accustomed to consuming entertainment via digital platforms. It is therefore, a logical extension for us to make our popular programs available on leading online providers such as ErosNow. By partnering with ErosNow, we hope to capture viewers from around the world with the best shows from Zee’s library thus living up to our corporate brand philosophy of “Vasudhaiva Kutumbakam – The World Is My Family.”*

### **About Eros International Media Ltd (Eros International)**

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*M. Mehta*



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

#### **About ErosNow**

ErosNow, the company's on-demand entertainment portal accessible via internet-enabled devices, was developed in 2012 and now has available a selection of hundreds of movies and thousands of music videos. ErosNow 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 Zee Entertainment Enterprises Limited ("ZEE")**

Zee Entertainment Enterprises Limited is one of India's leading television media and entertainment companies. It is amongst the largest producers and aggregators of Hindi programming in the world, with an extensive library housing over 120,000 hours of television content. With rights to more than 3,500 movie titles from foremost studios and of iconic film stars, ZEE houses the world's largest Hindi film library. Through its strong presence worldwide, ZEE entertains over 730 million viewers across 169 countries. ZEE has been selected Business Superbrands 2010-11, Industry Validated.

Pioneer of television entertainment industry in India, ZEE's well-known brands include Zee TV, Zee Cinema, Zee Premier, Zee Action, Zee Classic, & pictures, Zee Anmol, Zee Smile, 9X, Ten Sports, Ten Cricket, Ten Action, Ten Golf, Zee Cafe, Zee Studio, Zee Jagran, Zee Salaam, Zing, ETC Music, Zee KhanaKhazana, Zee Q and Zindagi. The company also has a strong offering in the regional language domain with channels such as Zee Marathi, Zee Talkies, Zee Bangla, Zee Bangla Cinema, Zee Telugu, Zee Kannada and Zee Tamizh. The company's recently launched HD offerings include Zee TV HD, Zee Cinema HD, Zee Studio HD and Ten HD.

ZEE and its affiliate companies have leading presence across the media value chain including television broadcasting, cable distribution, direct-to-home satellite services, digital media and print media amongst others. More information about ZEE and its businesses is available on [www.zee television.com](http://www.zee television.com).

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#### **Contact:**

Amita Naidu  
Eros International  
+91 22 66021500  
[amita.naidu@erosintl.com](mailto:amita.naidu@erosintl.com)

Snehal Vaidya  
Adfactors PR  
[Snehal.vaidya@adfactorspr.com](mailto:Snehal.vaidya@adfactorspr.com)



*D. M. Mehta*

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