

June 9, 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 horizontal line.

**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  
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CIN No. L99999MH1994PLC080502



## ErosNow announces content acquisition deal with Pakistan's HUM TV

**Mumbai, 9<sup>th</sup> June 2015:** ErosNow, the dedicated online entertainment portal from Eros International, a leading global company in the Indian film entertainment space, today announced exclusive content acquisition deal with Pakistan's leading on air and digital content company, HUM TV. The deal entails the registered users of ErosNow across the world the access to HUM TV's entire library, including the current shows at no extra subscription cost. The deal also gives ErosNow subscribers in India an exclusive opportunity to view the content 48 hours prior to its telecast on any other platform.

HUM TV is a 24-hour entertainment TV channel in Pakistan. The channel provides consistent high quality programming across a wide spectrum of genres. The members of ErosNow will be privy to some of HUM TV's most popular television shows like *Zindagi Gulzar Hai*, *Humsafar* and *Dastaan*.

**Commenting on the occasion, Rishika Lulla Singh, CEO, ErosNow said,** *"We are extremely happy to introduce Pakistan's popular soaps to a new digital generation of South Asians globally and add to our roster of content. The partnership with a leading channel like HUM will give our subscribers an opportunity to view the much sought after and varied Pakistani content."*

**Sultana Siddiqui, President, Hum Network Limited, added,** *"We at HUM, are delighted to partner with ErosNow, a leading global digital entertainment provider. This association enables us in reaching out and providing some of our best Pakistani content to millions of keen internet users across the globe."*

### **About Eros International Media Ltd**

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 2,000 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 is Eros International plc's on-demand entertainment portal accessible anytime, anywhere on nearly any Internet-connected screen. The ErosNow platform currently offers users thousands of new and catalogue movies from Eros as well as other major Bollywood studios, a large selection of premium television content syndicated from major TV studios as well as thousands of music videos and audio tracks. Members have several options to consume content including through monthly subscriptions, download to rent and download to own – all without advertisements. For further information please visit: [www.erosnow.com](http://www.erosnow.com)

### **About HUM TV**

HUM Network Limited; launched HUM TV 11 years ago in 2004. On the back of this highly successful venture the network subsequently launched MASALA TV - Pakistan's first 24 hour live cooking channel and STYLE 360, now HUM SITARAY - Pakistan's first premier fashion & lifestyle channel. HUM Network Limited is the only public listed broadcast media house in Pakistan, which signifies transparency in their operations. They are also registered with Pakistan Electronic Media Regulatory Authority (PEMRA). Through consistent high quality programming that encompasses the entire family due to its wide spectrum of genres, they have built a loyal and regal fan base as their content caters to every stratum of television audiences.

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