

March 12, 2018



To,
The Secretary
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street Mumbai-400 001
Scrip Code: **533261**

To,
The Secretary
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor
Plot No.C/1, G Block,
Bandra Kurla Complex, Bandra (E)
Mumbai-400 051
Scrip Code: **EROSMEDIA**

Sub: Press Release to Stock Exchanges

Dear Sir(s)/Madam,

Pursuant to Regulation 30 of Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (SEBI (LODR) Regulations, 2015), please find attached herewith the Press Release of Eros International Media Limited in relation to Eros International's Bajrangi Bhajjaan grosses over Rs.169.17 crores (USD 25.95 million) in first 10 days of release.

You are requested to take the same on your records.

Thanking you,

for **Eros International Media Limited**

A handwritten signature in blue ink, appearing to read "Abhishek Kanoi".

Abhishek Kanoi
Vice President - Company Secretary & Compliance Officer



Encl: As above

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: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502



Eros International's Bajrangi Bhaijaan grosses over Rs.169.17 crores (USD 25.95 million) in first 10 days of release

Continues to rake in healthy numbers & hold strong despite new releases

Mumbai, March 12, 2018-- Eros International Media Ltd, a leading global film company in the Indian film entertainment industry, announced Producer Salman Khan Film's ***Bajrangi Bhaijaan*** has collected over Rs. 160 crores within ten days of its release in China. More than two years since it opened in India, *Bajrangi Bhaijaan* released in China on March 2 this year and continues to enjoy a very strong box office performance earning **Rs. 169.17 crores (USD 25.95 million)** since its release.

Marking Indian super star Salman Khan's first ever movie to release in the China market, Eros released the film in association with China's E Stars Films Ltd and Salman Khan Ventures. After breaking several records during its Eid release in 2015, *Bajrangi Bhaijaan* crosses another key threshold, with the film taking a commanding start at the Chinese box office, raking in Rs. 14.5 crores on its opening day, debuting at number 7. The Kabir Khan-directed film trended extremely well through its release, climbing to number 4 box office position on its first Monday. It crossed the Rs100 crore mark within a week of release and closed the second weekend with Rs 169.17 crore (\$25.95 million) in collections, retaining the number 5 position in the Chinese box office, despite new releases over the weekend.

The Indian drama directed by Kabir Khan stars leading Indian film actor Salman Khan as *Bajrangi*, an ardent devotee of Hindu deity Hanuman, and his arduous journey to reunite a six-year-old Pakistani girl - lost in India – with her parents, back to her hometown in Pakistan.

Speaking on the film's performance, **Sunil Lulla, Managing Director, Eros International Media Ltd** said, *"With the success of Bajrangi Bhaijaan and previous Indian releases, China has emerged as a key market and a major box office earner for Indian releases. We are delighted with the unstoppable run the film is enjoying and how the Chinese audiences have embraced the cross-border friendship story, its emotions, the direction and our much-loved superstar Salman Khan"*.

"We are extremely encouraged by the success of Bajrangi Bhaijaan in China and very excited about our next to roll Indo-China co-production, once again to be directed by Kabir Khan", he continued.

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Recognizing the significant market opportunity in China, Eros and director Kabir Khan had earlier announced coming together for a travel drama, *The Zookeeper* (working title) which will be shot in Hindi and Mandarin languages. An A-list actor has been signed up for the project which shall be announced shortly.

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. 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 more information please visit: www.erosintl.com.



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