



Eros International forays into Malayalam market with Jeethu Joseph's

Life of Josooty

Mumbai, 6th January 2015: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry announced its foray into the Malayalam market with leading director Jeethu Joseph's *Life of Josooty*. Produced by Jayalal Menon and Anil Biswas' Backwater Studios and Eros, the most awaited Malayalam film this summer, this upcoming comic drama stars popular Malayalam actor Dileep along with Rachana Narayanankutty, Jyothikrishna, Harish Peradi, Sunil Sugatha, Suraj Vengharamoodu and Kalabhavan Mani.

Jeethu and Dileep join hands once again after their hit pairing in the immensely popular *My Boss*. *Life of Josooty* marks Jeethu Joseph's next venture after his recent blockbuster *Drishyam* with Mohanlal. Anil Johnson of *Memories*, *Drishyam* and *Three Dots* fame has composed the music for the film.

Commenting on the co-production venture, **Sunil Lulla, Managing Director, Eros International Media Ltd** said, "*Eros has been one of the biggest champions of regional cinema be it Tamil, Telugu, Marathi or Punjabi. We are very excited to enter the prolific Malayalam market by associating with prominent talent like Jeethu Joseph and Dileep*".

Soundarya A Rajnikanth, Director - Creative & Strategy for south India, Eros added, "*We are looking forward to tapping the potential of Malayalam cinema and happy to align with the very best in talent there. Malayalam industry is filled with brilliant stories and content we want to produce and we are in talks with various producers, directors and actors currently. This industry is very important in our upcoming slate of productions and we couldn't have had a better entry than with a Jeethu Joseph film*".

Producer Jayalal Menon added, "*We are very pleased to associate with a leading global studio like Eros to co-produce Life of Josooty. With their undisputed leadership in global marketing and distribution, we are confident they will present Malayalam cinema on a worldwide platform with maximum reach*".

Life of Josooty is a comedy set against the backdrop of a family with a fantasy edge. The film went on floor on January 2 and will be shot across Idukki in Kerala and New Zealand. Eros International and Backwater Studios are looking at releasing the film worldwide in June 2015.

With its venture into Malayalam cinema, Eros further strengthens its vision to scale up the business of regional language with its strong tie-ups and attractive film content.



EROS INTERNATIONAL MEDIA LIMITED

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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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