

Eros Now ties up with Ortel Communications for Online movie streaming service

Bhubaneswar, 23 October, 2015: **ErosNow**, the cutting edge OTT (Over-the-top) Bollywood entertainment network of Eros International Plc, the NYSE-listed leading global company in the Indian film entertainment sector, has tied up with leading **Multi system operator (MSO)** cable and broadband service provider, **Ortel Communications** for a subscription based movie streaming service called Ortel Broadband Movies. The association entails Ortel Communications to stream movies from ErosNow's vast library that enables the Ortel **broadband** users to access the content across various platforms like TV, laptop, PC, tablet and mobile.

Ortel Communications is a leading cable television and high speed broadband services provider focused in the Indian states of Odisha, Chhattisgarh, Madhya Pradesh, Andhra Pradesh and West Bengal.

Commenting on the association, **Rishika Lulla Singh, CEO, Eros Digital**, says, "We are happy to partner with Ortel Communications for providing an uninterrupted movie viewing experience through their extensive reach across these states in India. We aim to maximize our consumer base across various platforms and the association with Ortel further consolidates our goal."

On the occasion **Bibhu Prasad Rath, President and CEO of Ortel Communications**, said, "We are delighted to offer ErosNow Broadband Movies to our Subscribers. It is a unique digital entertainment platform that will help our customers to watch and listen to movies, music and other content in Indian languages. Our superior technology to deliver high speed broadband connection has been possible through implementation of DOCSIS technology. The subscription based service will be available to all Ortel broadband Customers with a one month free subscription for ErosNow".

About ErosNow

ErosNow is Eros International Plc's leading on-demand Bollywood entertainment network accessible anytime, anywhere, on nearly any Internet-connected screen. ErosNow offers its 26.5 million plus registered users the promise of endless entertainment hosting the largest library of films, as well as premium television shows, music videos and audio tracks, unmatched in quantity and quality. Premieres of latest films before their television window and high quality original drama series also differentiate the ErosNow offering. For further information please visit: www.erosnow.com.

About Eros International Plc

Eros International Plc (NYSE: EROS) 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 Plc was the first Indian media company to list 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 3,000 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.erosplc.com

About Ortel Communications Limited (ORTEL)

Ortel Communications (NSE Code: ORTEL; BSE Code: 539015) is a leading cable television and high speed broadband services provider focused in the Indian states of Odisha, Chhattisgarh, Madhya Pradesh, Andhra Pradesh and West Bengal. The Company has built a two-way communication network for 'Triple Play' services (video, data and voice capabilities) with control and focus over the 'Last Mile' network. Ortel has pioneered the primary point cable business model in India by offering digital and analog cable television, broadband and VAS services. The Company has a dominant position in Orissa, with emerging presence in Chhattisgarh, Andhra Pradesh, Madhya Pradesh and West Bengal, covering an addressable market of close to 5 million homes. The business is broadly divided into cable television services comprising of analog cable television services, digital cable television services including other value added services such as HD services, near video on demand (NVoD), gaming and local content. Other focused business segments include broadband services, leasing of fibre infrastructure and signal uplinking services. For further information please visit: www.ortelcom.com

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