



Eros International's *Tanu Weds Manu Returns* swaggers across Rs 100 cr NBOC in India in just 11 days

Highest worldwide grosser of the year at Rs. 165 crores

Mumbai, 2nd June 2015: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry has announced a hugely successful box office gross of **Rs. 165 crore worldwide** for its latest release, Aanand L Rai's *Tanu Weds Manu Returns (TWMR)*. The film has grossed over **Rs. 129 crore in India (net collection: Rs. 103.47 crore)** and **Rs. 36 crore overseas** since its release on 22nd May 2015, making it the first film to cross 100 crores Net Box Office (NBOC) this year. The success of this film demonstrates the continued effectiveness of Eros' content-driven portfolio strategy.

Truly acting as a game changer, the Kangana Ranaut and R. Madhavan starrer continues to enjoy a dream run at the box office with second-week numbers showing an upward trend. The blockbuster is proving to be unstoppable despite a plethora of releases. It had an opening weekend of Rs. 38.10 crores in India and the following Monday collections (Rs. 8.90 crore) even bigger than its Friday collections (Rs. 8.85cr), a never before in the history of Indian cinema.

TWMR went on to do an equally successful second weekend of Rs. 28.25 crores in India. The film crossed the 100 crore mark in India yesterday, with a day 11 collection of Rs. 5.10 crores. Eros released the film across 2200 screens in India and 350 screens overseas.

TWMR with a Rs. 30 crore investment (including Print & Advertising cost) opened to unanimously positive reviews as well as widely appreciative audience reactions and has performed exceedingly well at the box office with a massive return on investment. It released the weekend of the popular IPL (Indian Premier League) semis and finals and still garnered the highest weekend collections of the year (also being a non festive or long holiday weekend).

With many firsts to its credit, the family entertainer apart from being the most successful and popular film, was the first and fastest to cross the 100 crore mark worldwide along with being the first film to enter the 100 crore club in India this year.

Fast becoming a force to reckon with in the Hindi film industry, director Aanand L. Rai also managed to make a film that has gone on to become the first female-lead driven film in history to cross 100 crores at the Indian box office.

Speaking on the exceptional reactions, **Aanand L. Rai**, *"Nothing can be bigger and more encouraging than this for a filmmaker. I'd like to thank everyone for accepting the film with so much warmth."*

Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited, added on the film's performance, *"From the time the trailer went out, audiences were hooked and there was tremendous anticipation around TWMR. The film opened to a thunderous response at the box office with screens packed to capacity. TWMR is not just our film anymore, it now belongs to the audiences. After a long*

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time viewers are enjoying a real entertainer and we are witnessing families flocking to cinemas and also repeat viewings. The success of films like TWMR reiterates our audiences' appetite for content driven entertaining cinema".

Commenting on the overseas success, **Pranab Kapadia, President - Marketing and Distribution, Eros International Plc**, "TWMR has struck just the right chord with international audiences and set new benchmarks in the overseas markets as well. The film has shown unprecedented response and outperformed across all territories, creating box office history in regions like UAE. Like in India, the film is the biggest opener this year in the overseas markets too".

Eros International & Colour Yellow Productions' *Tanu Weds Manu Returns* released worldwide 22nd May 2015.

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 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

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