



WeChat users can now enjoy movies and music through ErosNow Official Account

New Delhi, June 25, 2015: Entertainment consumption on mobile screens is increasing by the day. As more and more users turn to their mobile screens for viewing movies, listening music and watching videos, media and entertainment brands all over are vying to capture consumer's attention through small screens. Owing to this growing trend, **ErosNow, the dedicated online entertainment service of Eros International, a leading global company in the Indian film entertainment industry** has announced its Official Account on WeChat. Through this Official Account, WeChat users would be able to enjoy unlimited music, movies and get sneak-peek into all the action and buzz on Bollywood. Eros is one of the first Indian film studio to take such a step on one of the most popular messaging apps amongst youth of the country.

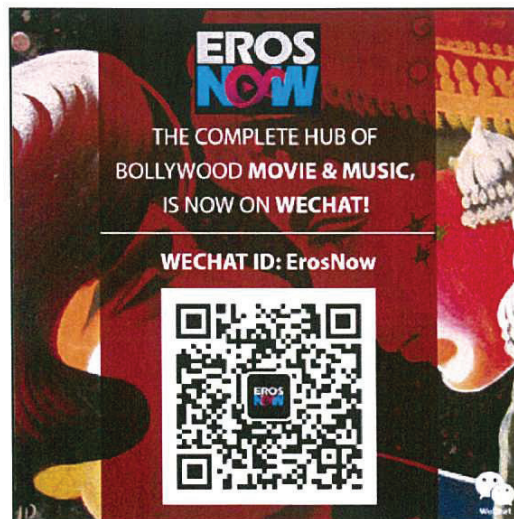
"At WeChat, we have constantly endeavored to bring to our users, content and associations which add value to their overall WeChat experience. Through WeChat's Official Accounts, we have consistently evolved and innovated the kind of partnerships and associations we bring forth to our users. ErosNow is another step towards bringing engaging content and entertainment offerings for our users." said **Nilay Arora, Vice President – Marketing and Business Development for WeChat India**

WeChat users will also be able to share their favorite stuff from ErosNow official account on WeChat to friends through chats or Moments.

"ErosNow's partnership with WeChat's innovative technology and strong youth base will further enhance the user experience and help meet the demands of today's mobile generation," **Karan Bedi, COO, Eros Now.**

Techzone is the platform partner for ErosNow's channel on WeChat.

To follow ErosNow Official Account (on Android/iOS), WeChat users need to search for "ErosNow" in the search bar or scan the QR code below. Then follow the instructions in the welcome message to get started!



ABOUT WECHAT

WeChat envisions and innovates new ways for people to connect, communicate and share. A mobile social communication app designed for smartphone users, WeChat is one of the world's fastest growing social apps with hundreds of millions of users internationally. WeChat empowers users in fun and dynamic ways, by bringing together messaging, social communication and games in one seamless, interactive experience, with comprehensive privacy and security settings that can be tailored as needed. WeChat provides a central point of control for users to share voice, photos, videos, and text messages across their entire social eco-system. Through Official Accounts, WeChat allows brands to deliver rich and high-touch appealing content experiences to engage with and grow their communities. WeChat is available free to download on Android, BlackBerry, iOS, Symbian and Windows operating system.

Learn more about WeChat and download the app at www.wechat.com

Check out WeChat India Facebook Page: <https://www.facebook.com/wechatindia>

Dive into the world of WeChat through Chatterbox, WeChat's blog: <http://blog.wechat.com>

Watch cool videos on WeChat's official YouTube channel: www.youtube.com/WeChatIndia

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

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

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