



Eros International's Bajrangji Bhaijaan smashes records and crosses Rs. 100 crore mark in India in its opening weekend, with a net box office of Rs. 102.60 crores and Rs. 51 crore gross overseas in just 3 days

Fastest Rs. 100 crore for any film in India; Highest single day collection of Rs 38.75 crore for any film in India

Highest Overseas Grossing Weekend for Salman and highest Eid Weekend Gross in Overseas of all time

Highest Monday figures of Rs. 27.05 crores in India

Mumbai, 21st July 2015: Eros International Media Ltd (Eros International), a leading global company in the Indian film entertainment industry announced the record breaking success of its latest release, ***Bajrangji Bhaijaan*** at the box office. The movie collected **Rs 102.60 crore NBOC (net box office) in India and Rs. 51 crore/ USD 8 million (gross) overseas**, smashing previous records by becoming the fastest 100 crore for a Hindi language film. The film has also collected an astounding **Rs. 27.05 crore** in India on Monday, making it the highest Monday figure for any film in India.

Bajrangji Bhaijaan also scored the highest single day collection for any film in India with a net of Rs. 38.75 crore on day 3 (19th July). The Salman Khan starrer directed by Kabir Khan took off to a roaring start despite it releasing on the last day of Ramzan collecting in India Rs 27.25 crore on Friday, Rs 36.60 crore on Saturday and Rs 38.75 crore on Sunday.

Bajrangji Bhaijaan has reported phenomenal business overseas too with the film breaking records across territories. It was the highest overseas grossing weekend for a Salman starrer and also the highest Eid weekend gross in overseas of all time. The film was at number 9 in the Top Ten US box office charts and number 5 on the UK charts. It broke all records on Saturday by crossing the million dollar mark for one day in the USA at \$1,025,142 with a total weekend of \$2,621,282.

Eros released *Bajrangji Bhaijaan* across 4200 screens in India (highest number of screens ever to be released for a Hindi film) and over 700 screens in the international markets on 17th July.

Commenting on the film's performance, Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited, said, "Bajrangji Bhaijaan opened to good reviews from audiences and critics alike and the film has taken the box office by storm. Salman has once again established his continued dominance over the Hindi film market and the film looks unstoppable. His huge fan following, Kabir's fabulous story and



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direction combined with the Eid weekend have proven to be a winning formula once again. It has also registered the highest box office in almost all territories of India for the weekend. The week ahead looks extremely promising as well with Monday collections being the biggest ever”.

Commenting on the overseas success, **Pranab Kapadia, President - Marketing and Distribution, Eros International Plc**, *“While we were anticipating a very good opening in the overseas markets, Bajrangi Bhaijaan has surpassed those expectations and created history with the film being Salman’s highest ever weekend”.*

Bajrangi Bhaijaan has been produced by Salman Khan Films and Rockline Venkatesh and distributed worldwide by Eros International.

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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