



Eros International's successful innings continue with Telugu smash hit, Mahesh Babu starrer *Srimanthudu* grossing Rs. 101.25 crore worldwide in its first week

Mumbai, Hyderabad, 14th August 2015: Close on the heels of the super success of *Bajrangi Bhaijaan* which netted Rs. 300 crore in India last week and continues to draw in audiences, Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry in collaboration with Y. Naveen, Y. Ravi Shankar and C. V. Mohan of Mythri Movie Makers have announced the phenomenal opening of their Telugu release, super star Mahesh Babu's *Srimanthudu*. The much awaited Telugu drama opened to an overwhelming response on August 7 across packed theatres with very positive reviews and earned Rs. 101.25 crore worldwide at the box office in its first week.

With this outstanding opening, *Srimanthudu* becomes the second highest grossing Telugu release this year after *Baahubali*. Written and directed by **Koratala Siva**, the Telugu drama stars **Mahesh Babu** and **Shruti Haasan** in lead roles. Eros released *Srimanthudu* across 2000 plus screens worldwide in Andhra Pradesh, Tamil Nadu, Kerala, north India and overseas. The film released in Tamil dubbed versions in Tamil Nadu and Kerala.

Commenting on the deal, **Sunil Lulla, Managing Director, Eros International Media Ltd** said, *"It's a proud moment to associate with Mahesh Babu once again and Mythri Movie Makers for this family entertainer that has taken audiences by storm and reports across regions continue to be extremely encouraging. The Telugu industry holds great opportunity for us and we look forward to leverage its attractive film content to strengthen our operations in south."*

Srimanthudu has been primarily shot in Hyderabad while a few portions of the movie were filmed across Tamil Nadu and Thailand.



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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



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