



## PRESS RELEASE

### **Eros International inks deal with Excel Entertainment & Dharma Production for *Baar Baar Dekho***

**Mumbai, 31<sup>st</sup> August 2015:** Eros International Media Ltd (Eros International), a leading global film company in the Indian film entertainment industry, has acquired the worldwide rights of **Excel Entertainment and Dharma Production's** upcoming ***Baar Baar Dekho***.

India's premier production houses Excel and Dharma are collaborating with leading studio Eros for the worldwide release of their soon-to-go-on-floor love story, *Baar Baar Dekho* starring **Katrina Kaif** and **Siddharth Malhotra**, marking the directorial debut of Nitya Mehra.

Speaking on the association, **Jyoti Deshpande, Group CEO, Eros International Media Ltd** said, *"We are delighted to join forces with two of the most notable production houses, Excel and Dharma, for this very interesting love story. With such creative forces behind the project, audiences can only expect the very best. Through this partnership, we hope to drive together the strategy for creating, marketing and distributing the film on a global platform"*.

Producer **Ritesh Sidhwani, Excel Entertainment Pvt. Ltd**, added, *"We are happy to associate with Eros International once again and look forward to our film getting the best release platform through their unparalleled reach and network."*

**Co-Producer Karan Johar, Dharma Productions**, added, *"We at Dharma are happy that we are joining hands with Excel for the first time and with Eros again, who make our old associates. 'Baar Baar Dekho' is a love-story in the making not just on the screen for Siddharth and Katrina, but at every level of creation, distribution and promotions for all the companies involved"*.

The film goes on floor in London on September 1. It will be shot across several international locations and will be released in 2016.



#### **EROS INTERNATIONAL MEDIA LIMITED**

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#### **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](http://www.erosintl.com)

#### **About Dharma Productions**

Dharma Productions is a premier film production company in India. Founded by Yash Johar in 1976, the company is currently headed by his son Karan Johar who has evolved into a force to reckon with in the industry over the years. Under his unparalleled leadership, the company has been at the forefront of launching many careers, promoting good content and capturing the essence on changing dynamics of evolving India on the celluloid. From the iconic 'KuchKuchHota Hai' to the magnum opus 'Baahubali', Dharma's journey has now moved into a phase of collaborating and co-creating content with several visionaries and setting new standards for the industry.

For further information, please write to [info@dharma-production.com](mailto:info@dharma-production.com)

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**Follow more about us, please visit: [www.dharma-production.com](http://www.dharma-production.com)**

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