



Eros International and Bhansali Productions' *Bajirao Mastani* remains the audience choice and continues its winning streak in its third week

Records worldwide gross of Rs. 301 crores up to its third weekend with Rs. 211 crores gross in India and Rs. 90 crore overseas

Third highest grosser of 2015

Mumbai, 4th January 2016: Eros International Media Ltd, a leading global company in the Indian film entertainment industry has announced an outstanding response to its latest release, Sanjay Leela Bhansali's *Bajirao Mastani* in its third week. The historical epic continues to enamor audiences globally and has closed its third weekend with a **total gross of Rs. 301 crores worldwide, Rs. 211 crore gross (Rs 162.35 crore NBOC) in India and Rs. 90 crore (USD 13.5 million) overseas.**

Bajirao Mastani recorded a third weekend gross total of **Rs. 26.65 crore in India (Rs. 20.50 crore net** - Friday Rs. 7.50 crore, Saturday Rs 6.00 crore and Sunday Rs. 7.00 crore). While the film is still running strong in cinemas, it is now the third highest grosser of 2015.

The much acclaimed film that has caught the fancy of audiences worldwide has remained rock steady at theatres pan India, endearing itself to cine goers across all segments with fans coming back for repeat viewings. In the overseas markets too, *Bajirao Mastani* was in the top 20 in the US box office charts, featuring at number 15 during the peak Christmas weekend.

Eros released *Bajirao Mastani* across 3750 screens worldwide on 18th December 2015 and went on to increase showcasing to meet demand in the subsequent weeks after its release.

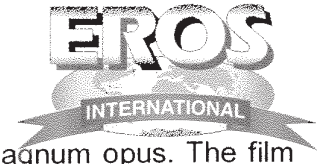
Commenting on the film's continued blockbuster performance, **Nandu Ahuja, Sr. VP, India Theatrical, Eros International Media Limited**, said, "*Mr. Bhansali's Bajirao Mastani is truly a celebration of Indian cinema and while it's no surprise to see the film being so universally accepted, the euphoria surrounding it and its steady performance all through since its release has been remarkable. The critical acclaim and the incredible response has been extremely encouraging and humbling. The Christmas and New Year holiday weekends have shown tremendous footfalls and with no new release for another week, we expect this phenomenon to continue*".

Pranab Kapadia, President, Marketing & Distribution, Eros International plc added, "*Bajirao Mastani continues to perform equally well in the overseas markets too with it crossing the coveted million mark across key territories including the US, UK and Australia. Overall, the third weekend collections have dropped by only 20% approximately over the 2nd week*".

EROS INTERNATIONAL MEDIA LIMITED

Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053
Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com
Regd. Office: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502





With the onset of the awards season, it's also honors galore for this magnum opus. The film made a clean sweep at the recently held Sony Guild Awards with a grand total of 9 awards - Sanjay Leela Bhansali won Best Director and Ranveer Singh took home the Best Actor Award. The film also won Best Cinematography, Best Art Direction, Best Sound Design, Best Costume Design, Best Dialogue, Best Choreography and Best Actor in a Supporting Role.

With the success of *Bajirao Mastani*, Eros adds another blockbuster to its highly successful 2015 slate after delivering some of the biggest hits last year including critically acclaimed films namely *Bajrangi Bhaijaan*, *Tanu Weds Manu Returns*, *Badlapur* and *NH10*. Eros has also successfully released a host of regional hits like *Srimanthudu*, *Belaseshe*, *Mumbai Pune Mumbai 2* etc. last year.

Eros International and Bhansali Productions' *Bajirao Mastani* starring Ranveer Singh, Deepika Padukone and Priyanka Chopra, released worldwide on December 18.

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

For further information, please contact:

Amita Naidu
Eros International
amita.naidu@erosintl.com

Snehal Vaidya
Adfactors PR
snehal.vaidya@adfactorspr.com



EROS INTERNATIONAL MEDIA LIMITED

Corporate Office: 901/902, Supreme Chambers, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
Tel.: +91-22-6602 1500 Fax: +91-22-6602 1540 E-mail: eros@erosintl.com • www.erosintl.com
Regd. Office: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502