



March 14, 2016

The DCS – CRD
BSE Limited
Pheeroze Jeejeebhoy Towers,
Dalal Street, Fort
Mumbai 400 001

The Listing Manager
National Stock Exchange of India Limited
Exchange Plaza, 5th Floor,
Plot No – C Block, G Block,
Bandra Kurla Complex,
Mumbai 400 051

Sub: Press Release

Ref: BSE Script Code: 533261; NSE Script Code: EROSMEDIA

Dear Sir/ Madam,

Please find enclosed herewith Press Release of Eros International Media Limited.

You are requested to kindly take the information on record.

Thanking you

Yours faithfully,

For Eros International Media Limited

A handwritten signature in blue ink that reads "Dimple Mehta". The signature is written in a cursive style with a horizontal line underneath.

Dimple Mehta

Company Secretary & Compliance Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

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CIN No. L99999MH1994PLC080502



Eros International, Pawan Kalyan Creative Works & Northstar Entertainment's *Sardaar Gabbar Singh* featuring leading star Pawan Kalyan to release in Hindi across India

Mumbai, March 14, 2016: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, in association with **Pawan Kalyan Creative Works** and **Northstar Entertainment**, will be releasing the highly anticipated Telugu action film ***Sardaar Gabbar Singh*** featuring Power Star Pawan Kalyan in Hindi on April 8 across India. Eros plans to scale up the film's release plans by having a wide Hindi dubbed version along with its Telugu release.

Directed by **K. S. Ravindranath (Bobby)**, in this stylish action entertainer based on an original script, Power Star **Pawan Kalyan** will be seen portraying the character of Gabbar Singh, a dashing maverick cop who is posted in the princely town of Rattanpur set on the border of Telangana, Chhattisgarh & MP. Popular actress, **Kajal Aggarwal** is pairing up with Pawan Kalyan for the first time. The film also stars Sharad Kelkar, Mukesh Rishi, Brahmanandam, Tisca Chopra, Rai Laxmi, Brahmaji, Posani Krishna Murali among other actors. **Devi Sri Prasad** (DSP) has directed the music and **Arthur Wilson** is the Cinematographer.

With its vastly popular and endearing cop character essayed by Pawan Kalyan, high octave action, strong drama and the film's setting in central India where cross border cultures meet across states, Eros foresees immense potential for the film not only in the primary markets in the South but also in the northern markets.

Speaking on the film's Hindi release, **Mr. Pawan Kalyan** said, "*Sardaar Gabbar Singh has a universal story with a sensibility that should appeal to audiences pan India. Film making cannot be confined to a certain area or demographics and our film attempts a unique connect with India, especially the Hindi belt*".

Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, "*We are very excited to partner with one of the biggest stars of Telugu cinema, Mr. Pawan Kalyan along with Producer Mr. Sharrath Marar on a film that promises to be a mass entertainer and resonate with audiences beyond Pawan Kalyan fans. With the enormous positive buzz and praise the film's teaser promos have been receiving, we feel confident this film will have a wider appeal, including with the non-Telugu speaking audiences.*"



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"Sardaar Gabbar Singh has all the elements of a true blockbuster. Pawan Kalyan who has conceived the story and screenplay has presented this celluloid drama with immense largeness and grandeur. We are truly delighted to be associated with Eros International in producing Pawan Kalyan's most awaited film" concluded **Mr. Sharrath Marar, Producer, Northstar Entertainment Pvt. Ltd.**

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. 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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