



April 4, 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, appearing to read "Dimple Mehta", is written over a horizontal line.

Dimple Mehta

Company Secretary and Compliance Officer



Encl:- Press Release

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
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CIN No. L99999MH1994PLC080502



Eros International and Hope Productions' *Ki & Ka* receives massive applause from audiences

Collects Rs. 46.79 crore gross worldwide in its opening weekend, with a gross box office of Rs. 34.54 crores in India and Rs. 12.25 crore overseas

Third biggest opening weekend of the year

Monday, April 4, 2016: Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry, has announced an impressive opening weekend for R Balki's *Ki & Ka* at the box office collecting Rs. 46.79 crore gross worldwide – Rs. 34.54 crore gross (Rs 25.23 crore Net Box Office) in India and Rs. 12.25 crore (USD 1.85 million) overseas, making it the third biggest opener this year. The film released in 1650 screens in India and 500 screens overseas.

With its contemporary, relevant and fresh concept, *Ki & Ka* starring Arjun Kapoor and Kareena Kapoor Khan is a fun and romantic film about breaking gender stereotypes. The film has been received with an extremely encouraging response from audiences, especially women and youth.

Speaking on the film's opening, Nandu Ahuja, Sr. VP, India theatrical, Eros International Media Limited commented, "The fabulous response to this film goes to show how Indian audiences are welcoming and appreciating new unconventional concepts in Bollywood. The film has done especially well in all key metros and even tier two cities with positive word of mouth working for us".

Pranab Kapadia, President, Marketing & Distribution, Eros International plc added on the film's overseas performance, "Ki & Ka's clutter-breaking concept has resonated well with the Indian diaspora in the overseas markets as well".

Director R Balki added, "Audiences have given their verdict. I am happy that the film is being loved and appreciated by KIs and KAs all over".

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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