



August 13, 2018

The Secretary,
BSE Limited
Pheeroze Jeejeebhoy Towers,
Dalal Street, Fort,
Mumbai – 400 001
Scrip Code: **533261**

The Secretary,
National Stock Exchange of India Ltd.
Exchange Plaza, 5th Floor
Plot No- 'C' Block, G Block
Bandra-Kurla Complex, Bandra (E)
Mumbai-400051
Scrip Code: **EROSMEDIA**

Sub: Press Release

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 "Sunil Lulla", is written over the typed name.



Sunil Lulla
Executive Vice Chairman & Managing Director

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
Regd Office: Kailash Plaza, 2nd Floor, Plot No. 12, Off Veera Desai Road, Andheri (W), Mumbai - 400 053.
CIN No. L99999MH1994PLC080502



Eros International begins FY2019 on a strong footing, PAT up by 22.8% from Q1 FY 2018

- PAT stood at 593 million; PAT margin expands to 26.5% Q1 FY2019 from 17.7% in Q1 FY2018
- EBIT stood at 967 million up by 30.5% from corresponding quarter; EBIT margin expands to 43.2% in Q1 FY2019 from 27.1% in Q1 FY2018
- Theatrical Revenues contributed – 30.7%, Overseas Revenues – 12.6% and Television & Others – 56.7% as a percentage of Income from Operations
- Eros and V. Vijayendra Prasad agreed to partner and jointly develop scripts, greenlight projects, produce & distribute films and web-series across Hindi, Telugu and Tamil languages; 10 stories already in pipeline
- Formed new Reliance Eros Productions LLP to co-produce and consolidate content with \$150 million joint fund and Reliance Industries completed acquisition of 5% Stake in Eros International PLC at \$15.00 Per Share

Mumbai, August 13, 2018: Eros International Media Ltd. (BSE Script Code: 533261; NSE Script Code EROSMEDIA) leading global Indian Film and Digital Studio today announced unaudited financial results for the quarter ended June 30, 2018.

Eros maintains focus on films with high ROI potential and augment the library with quality content for exploitation through the distribution channels and explore new bundling strategies to monetize existing content. Enhances the momentum to invest in future slates comprised of a diverse portfolio mix ranging from high budget global theatrical releases to lower budget movies with targeted audiences. Eros continues to leverage the longstanding relationships with creative talent, production houses and other key industry participants that has been built from founding years to source a wide variety of content.

Key Business Highlights & Announcements:

- Eros released 14 films in Q1 FY2019 (1 medium budget and 13 small budget films) as compared to 5 films in Q1 FY2018 (1 high budget, 1 medium budget and 3 small budget films)
- Eros and V. Vijayendra Prasad have agreed to partner and jointly develop scripts, greenlight projects, produce & distribute films and web-series across Hindi, Telugu and Tamil languages
- The Company revenues were driven during the quarter with the releases ranging across regional languages - *Bhavesh Joshi (Hindi)*, *Meri Nimmo (Digital release)*, *Blackmail (Overseasi)*, *Haami (Bengali)*, *Goodnight City (Bengali)* and *Alinagarer Golokdhadha (Bengali) and others*

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distribution. Eros and Reliance formed Reliance Eros Productions LLP which will make new strides on the digital and content forefronts, benefitting from the platform synergies across technology, content and digital platforms.

- Eros International forms a JV with veteran writer V. Vijayendra Prasad, applauded for his work in movies like *Baahubali*, *Makkhi* and *Magadheera* to name a few, V. Vijayendra Prasad is a name synonymous with stories that live forever. The joint venture has also identified 8 to 10 leading directors that will be announced soon. These include a family action thriller by acclaimed Telugu director Sukumar, another thriller in Tamil and Telugu by S.S. Kanchi and Sriman making his Hindi directorial debut under the joint venture. Eros and Vijayendra Prasad last came together for *Bajrangi Bhaijaan*, which was a spectacular success worldwide including India and China.
- Eros International is also ramping up its digital content creation with a strong slate of Eros Now originals with global concepts that will entertain audiences are being produced internally in partnership with the best talent. Over the next year, Eros Now is planning to launch an exclusive stable of feature films, made-for-digital originals films and over 20 original episodic programs, out of which three 'Original' series - *Flip*, *Smoke* and *Side Hero* will be launched at the beginning of September. Originals will have popular names like Rohan Sippy, Kunal Roy Kapoor, Rajat Kapoor, Siddharth Anand and Pavan Kriplani associated with them in various capacities.
- Eros have also partnered with Phars Film, one of the UAE's largest film distribution and exhibition network. Eros also intends to partner with Pana Film, one of the largest Turkish film studios for Indo-Turkish co-productions. Company also has a distribution partnership with Central Partnership in Russia, that may open new markets for Eros releases. These strategic partnerships not only help Eros augment in-house content production model but also expand the geographical canvas for content monetization.
- *Meri Nimmo* and *Toffee* are live on the platform, upcoming titles like *Blue Oak Academy*, *August 25th*, *Flesh*, *Bhumi*, *Dashavatar*, *Hacked*, *Minerva Mills Malady* and *Kurukshetra* will range across genres of drama, comedy, thriller, crime, horror and mythology.

Achievements

- Dun & Bradstreet Report featured Eros International in 'India's Top 500 Companies'. Eros International was featured for the third consecutive year in India's Top 500 Companies as a leading Media company.
- Eros is strategically positioned as a leader in the industry and able to monetize the films through multiple channels globally. Hindi release "*Newton*" was selected as India's official entry for the Best Foreign Film language category at the 2018 Academy Awards. It also received accolades at the Berlin Film Festival.
- Eros won over 207 awards in the last four Fiscal Years including Best Studio of the Year and Excellence in International Distribution. Some of the films from fiscal year 2018 that won awards include – *Newton*, *Shubh Mangal Savdhaan* and *Munna Michael*.
- *Newton* won 11 awards including Best International Film. *Shubh Mangal Savdhaan* won 3 awards including Marketing Campaign of the Year. *Munna Michael* won 2 awards including Best Social Media Marketing Campaign.

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- Eros successfully premiered India's first straight to digital film, Eros Now original, "Meri Nimmo" on the platform
- TV and Others segment included satellite sales of catalogue films to Zee Entertainment Network and more
- Eros remains focused on its film pipeline, with 40 – 50 films across genres, Hindi and regional languages slated to release during this financial year, a comprehensive slate of forthcoming releases will see *Happy Phir Bhaag Jayegi*, *Manmarziyaan*, *Tumbadd* and *Take Care Good Night (Marathi)* shortly. In addition, it plans to release host of new content series including short form web series, short films, as well as digital films on Eros Now.

Commenting on the performance of Q1 FY2019, Mr. Sunil Lulla, Executive Vice Chairman & MD of Eros International Media Ltd. said: *"We have started the year on an excellent note on operational and strategic parameters. Our strategy of a content driven approach reflected in a robust green lighting process enabling us to de-risk our model. Our film content is deeply researched and evaluated for its revenue potential across platforms and markets by our business leaders, due to which we were able to again deliver margin enhancing performance in Q1FY2019. The new JV kicking in with V. Vijayendra Prasad for Hindi and regional content and Reliance Eros Productions LLP for USD 150 mn already in process is bound further boost our content strategy and reflect in our financial performance in the forthcoming quarters".*

The first quarter was marked by the successful releases of our films which contributed to the overall growth. Our strong slate across languages, active pre-sales and catalogue monetization of our films' library further supported the performance during the quarter. Looking ahead, we have drawn a compelling line-up for the remainder of the year featuring high-potential movies such as Color Yellow Productions "Happy Phir Bhaag Jayegi", Anurag Kashyap's "Manmarziyan", the India-China co-productions, 'Panda' by Kabir Khan, trilingual "Haathi mere Saathi" and multiple other films across languages.

He further added, *"As always, we continue to be a pioneer in industry innovations in catering to the changing tastes and preferences of the audiences. In this quarter, we released "Meri Nimmo" straight-to-digital on the Eros Now platform. I am happy to share that the film received a tremendous response from the audience and we look forward to launching more such films and originals on the Eros Now platform during the course of this fiscal. Along with it the roll-out of fresh and strong original content, makes us confident that the pace of subscriber addition for Eros Now will further accelerate, going from 50 to 100 cities and almost doubling the subscriber base to 16 million by end of the Fiscal year.*

Partnerships and Other Developments:

- Eros continue to be focused on ramping up productions and co-productions through key partnerships. These partnerships include the partnership with talented producer-director, Aanand L Rai (Colour Yellow Production) and partnership with Reliance to equally invest up to \$150 million to produce and acquire Indian films and digital originals across all languages. This investment will dramatically scale Eros' capabilities in content production, marketing, and

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- *Bajrangji Bhaijaan* won 37 awards including National Award for Popular Film. *Bajirao Mastani* won over 79 award titles including National Award for Best Director. *Tanu Weds Manu Returns* won 18 awards including National Award for Best Female Actor in a leading role, *Hero* won 7 awards and *Badlapur* won 7 awards. Malayalam film *Pathemari* had also won a national award for Best Malayalam Film.

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 four 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 more information please visit: www.erosintl.com

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