



September 18, 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, 5<sup>th</sup> 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 in relation to the collaboration with Kyta Productions Pvt Ltd for two forthcoming films – Vishal Bhardwaj's *Pataakha* and the Hindi remake of Kannada super hit *Kirik Party*.

You are requested to kindly take the information on record.

Thanking you,

Yours faithfully,  
for **Eros International Media Limited**

A handwritten signature in black ink, appearing to read "Abhishekh Kanoi".

**Abhishekh Kanoi**  
**Vice President - Company Secretary & Compliance Officer**



*Encl: Press Release*

**EROS INTERNATIONAL MEDIA LIMITED**

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CIN No. L99999MH1994PLC080502



## Eros International joins hands with Ajay Kapoor of Kyta Productions for *Pataakha* & *Kirik Party*

**Mumbai, 18<sup>th</sup> September 2018:** Eros International Media Ltd (Eros International), the leading Indian film and entertainment company, announced its collaboration with Kyta Productions Pvt Ltd for two forthcoming films – Vishal Bhardwaj's *Pataakha* and the Hindi remake of Kannada super hit *Kirik Party*.

Eros will team with producers Dheeraj Wadhawan, Ajay Kapoor, Ishant Saxena, Vishal and Rekha Bhardwaj to release in India the eagerly awaited *Pataakha*, a Rajasthan-set drama about two warring sisters. The comedy drama starring Sanya Malhotra and Radhika Madan along with Vijay Raaz and Sunil Grover has already created huge anticipation since the release of its trailer and will release on 28th September.

Equally exciting is the announcement of the remake of Kannada blockbuster *Kirik Party*, yet untitled in Hindi which will feature Kartik Aaryan and Jacqueline Fernandez where Eros will be jointly producing with Ajay Kapoor, Dheeraj Wadhawan and Vrithika Laykar and releasing the film worldwide. A romance set in a college campus scheduled to go on floor in October, the film will be directed by Abhishek Jain of *Bey Yaar* and *Kevi Rite Jaish* fame.

Sunil Lulla, Managing Director, Eros International Media Ltd said on the announcement, "We are delighted to come on board with Kyta and showcase this brilliant line-up to audiences.

*Both films boast of a very interesting pool of acting and directorial talent. The initial reactions to Pataakha are phenomenal and we are confident Vishal Bhardwaj's dramedy will be high on entertainment. We are equally excited to be a part of Kirik Party and are positive audiences will embrace Abhishek Jain's interpretation of the successful Kannada hit love story".*

Says Ajay Kapoor, Producer & Managing Director, Kyta Productions, "We have found great partners in Eros International, they have the capability and the distribution network to take the films to its deserved potential. We couldn't have asked for a better platform for their showcasing".

### 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 Pie, 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.



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