

**EROS INTERNATIONAL & MEDIA ONE GLOBAL ENTERTAINMENT ANNOUNCE THE RELEASE OF
RAJINIKANTH'S KOCHADAIYAAN**

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LONDON--(BUSINESS WIRE)-- Eros International Plc (NYSE:EROS) ("Eros"), a leading global company in the Indian film entertainment industry announced today that it will release 'KOCHADAIYAAN' – The Legend, a Mediaone Global Entertainment Limited production, worldwide in cinemas on April 11, 2014.

Directed by Soundarya Rajnikanth Ashwin, Kochadaiyaan features the unique visual mastery of Photorealistic Performance Capture technology for the very first time in the history of an Indian film. This technology has been previously seen in Avatar, Tin Tin and Beowulf.

Kochadaiyaan is a dramatization of good versus evil starring South Indian star Rajinikanth. Also starring in the production is Deepika Padukone together with South India's other leading stars, R. Sharath Kumar, Nazar, Aadi, Shobana and Rukmini.

Providing the musical score is Oscar-winning composer A R Rahman, whose list of credits includes a BAFTA, Golden Globe and two Academy Awards for his musical contribution to the multi-Oscar winning film Slumdog Millionaire.

Announcing the release of the film, Ms. Soundarya Rajnikanth Ashwin, the Director of the film said, "The release of Kochadaiyaan ushers in the next era of Indian cinema. For the first time a full length feature has been made in India using performance capture technology and I truly hope this creates a whole new avenue of film making beyond just live action films in our country."

Mr. Sunil Lulla, Managing Director, Eros International Media Ltd added, "Eros is proud to present Rajinikanth, which will take the Indian film industry to the next level. We are confident that this will be a landmark film in world cinema as a result of the ground breaking technology used. The film will be released in Tamil, Hindi, Telugu, Marathi, Bhojpuri, Bengali and Punjabi in India and overseas in more than 6,000 screens. We will be releasing an English version internationally as well."

In a major brand tie-up, Eros and Mediaone have also partnered with Karbonn Mobile to launch one million Kochadaiyaan branded mobile phones to celebrate the release of the film. The exclusive Karbonn 'Kochadaiyaan' mobile phones will have screen savers and images from the film along with the trailer and the film's signature music. These special Kochadaiyaan mobile phones are intended to launch in February 2014.

Kochadaiyaan was shot at Pinewood Studios in the UK with a team of technical experts including the London based Centroid Studios, a state of the art facility for Full Body Motion Capture, which has worked on various Hollywood productions including World War Z, Pirates of the Caribbean, Ironman 2 and Harry Potter; Counter Punch, which was integral to the success of Beverly Hills Chihuahua; and Faceware Technologies, United Kingdom, which worked on The Mummy 3 and The Curious Case of Benjamin Button for the Facial Capturing technology.

For regular updates on Kochadaiyaan, please log on to www.erosnow.com

About Eros International Plc

Eros International Plc (NYSE: EROS) 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 Plc became the first Indian media company to list 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.erosplc.com

Source: Eros International Plc

Eros International Plc

Sean Hanafin, 44 (0)20 7258 9909

Chief Corporate Officer

sean.hanafin@erosintl.com

Jamie M.M Kirkwood, 44 207 258 9906

Group Communications & Investor Relations

jamie.kirkwood@erosintl.com

Media:

Sloane & Company

Whit Clay, 212-446-1864

wclay@sloanep.com