

HBO DEFINED & HBO HITS GO ON-AIR

HBO ASIA AND EROS ANNOUNCE DISTRIBUTION DEALS WITH LEADING DTH OPERATORS DISH TV & AIRTEL DIGITAL TV

London, 26th February 2013 - HBO Asia and Eros International Plc today announced the launch of HBO DEFINED and HBO HITS in India with two of the leading DTH operators, Dish TV and Airtel Digital TV. These carriage deals come shortly after the December 2012 announcement of the landmark strategic tie-up between HBO Asia and Eros to launch two new premium advertising-free movie channels in India. The channels are currently on air and will be available for a free preview in the initial phase of the launch.

HBO DEFINED and HBO HITS will showcase the best of Hollywood and Bollywood content and will be available through HD and SD* feeds on Dish TV (channels 24 and 25 on HD and 414 and 415 on SD boxes respectively) and SD feed on Airtel Digital TV (channels 199 and 200 respectively). These will be offered at a special introductory price of Rs.49** & Rs.69** for SD and HD services respectively.

“The launch of HBO DEFINED and HBO HITS on Dish TV and Airtel Digital TV will reach out to a wide network of subscribers all over India,” said Jonathan Spink, CEO of HBO Asia. “Subscribers in India will be able to enjoy a first class cinema experience that is 100% advertising free in the comfort of their own home.”

Jyoti Deshpande, Group CEO & MD, Eros International Plc said, “We are excited about the quick response from the DTH operators to offer our premium channels to their customer base and are thankful to Dish and Airtel for taking the lead. We are confident that our compelling and unique content offering of Bollywood and Hollywood plus an advertising-free viewing experience will make this an instant hit with subscribers”.

Catering to all movie lovers and each having a distinct identity, HBO DEFINED (www.hbodefined.in) is a 24-hour advertising-free premium programming subscription service and home of the latest Hollywood and Bollywood blockbusters and award-winning HBO Originals, while HBO HITS (www.hbohits.in) is a high-octane 24-hour advertising-free premium subscription service that is packed full of entertainment with a bold, honest and unapologetic attitude and indulges the viewers with genre driven anchors and iconic HBO Original series.

Over the next few months viewers can expect an overwhelming line-up of “*first time in India*” Hollywood blockbuster premieres such as *Mission Impossible: Ghost Protocol*, Bollywood premières of titles such as *Chakravyuh*, award winning titles such as *The Iron Lady* and exclusive and award-winning HBO Original programmes such as *Veep*, *Game of Thrones*, *True Blood* and *Boardwalk Empire* as they premiere close to U.S. airdates. In addition, dual language options of either English or Hindi are available for selected Hollywood blockbusters. Some of the upcoming titles in dual language are *Captain America: The First Avenger*, *Thor*, *Harry Potter & The Deathly Hallows Part 2*, *Mission Impossible: Ghost Protocol*, *Kung Fu Panda 2* and *Journey 2 Mysterious Island*.

A high impact multi-media marketing campaign will be launched to promote the two new channels across platforms. The campaign will commence mid March.

**Dish SD feed will go on air 28th February onwards.*

***Available for limited period only.*

About Dish TV

Dish TV is a division of Zee Network Enterprise (Essel Group Venture). EGV has national and global presence with business interests in media programming, broadcasting & distribution, speciality packaging and entertainment. Dish TV is India’s first direct to home (DTH) entertainment service. For more information, please visit: www.dishtv.in

About Airtel Digital TV / Bharti Airtel Limited

Airtel Digital TV is an Indian direct broadcast satellite service provider owned and operated by Bharti Airtel. Bharti Airtel Limited is a leading integrated telecommunications company with operations in 20 countries across Asia and Africa. For more information on Airtel Digital TV, please visit: www.airtel.in/digitaltv

About HBO Asia

HBO Asia is able to bring the best of Hollywood to Asia first because of its exclusive licensing deals with major Hollywood studios. In addition to the proprietary and award-winning HBO Original programs that are produced exclusively for HBO viewers, HBO Asia works with a large number of major independent production companies to secure exclusive rights to a host of quality movies. In Asia, HBO Asia offers five subscription movie channels with uninterrupted programming in SD and HD formats – HBO, HBO SIGNATURE, HBO FAMILY, HBO HITS and CINEMAX – as well as a subscription video-on-demand service, HBO ON DEMAND. In South Asia, it offers HBO, HBO DEFINED and HBO HITS in SD and HD formats. HBO Asia is a joint

venture of HBO (a Time Warner company) and Paramount. For more information, please visit: www.hboasia.com or www.hbosouthasia.com

About Eros International Plc

- *Eros co-produces, acquires and distributes Indian language films, in multiple formats worldwide*
- *In 2006, Eros listed its shares on the AIM Market of the London Stock Exchange*
- *In October 2010, Eros International listed its Indian subsidiary Eros International Media on the BSE & NSE in India*
- *Eros operates in over 50 countries, with offices throughout India, the United Kingdom, USA, UAE, Singapore, Australia, Fiji and the Isle of Man*

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A registration statement relating to Eros' A Ordinary Shares has been filed with the United States Securities and Exchange Commission, but has not yet become effective. These securities may not be sold nor may offers to buy be accepted prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or a solicitation of an offer to buy nor shall there be any offer or sale of these securities in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of such jurisdiction.

Some of the information presented in this press release and in related comments by Eros' management contains forward-looking statements. In some cases, these forward-looking statements are identified by terms and phrases such as "aim," "anticipate," "believe," "feel," "contemplate," "intend," "estimate," "expect," "continue," "should," "could," "may," "plan," "project," "predict," "will," "future," "goal," "objective," and similar expressions and include references to assumptions and relate to Eros' future prospects, developments and business strategies. Similarly, statements that describe Eros' strategies, objectives, plans or goals and statements regarding the proposed offering and the anticipated costs of these transactions are forward-looking statements and are based on information available to Eros as of the date of this press release. Forward-looking statements are subject to risks, uncertainties and assumptions that could cause actual results to differ materially from those contemplated by the relevant statement. Such risks and uncertainties include a variety of factors, some of which are beyond Eros' control, including market conditions. Information concerning these and other factors that could cause results to differ materially from those contained in the forward-looking statements is contained under the caption "Risk Factors" in Eros' Registration Statement on Form F-1 filed with the U.S. Securities and Exchange Commission. Eros undertakes no obligation to revise the forward-looking statements included in herein to reflect any future events or circumstances, except as required by law. Eros' actual results, performance or achievements could differ materially from the results expressed in, or implied by, these forward-looking statements.