



September 9, 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, 5<sup>th</sup> 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**

**Dinesh Modi**

**Group Chief Financial Officer**



**Encl:- Press Release**

**EROS INTERNATIONAL MEDIA LIMITED**

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CIN No. L99999MH1994PLC080502



## **Eros International to release Malayalam family drama OLAPPEEPI on September 23**

**Mumbai/Cochin, September 9, 2016:** Eros International Media Limited (Eros International), a leading global company in the Indian film entertainment industry is all set for the release upcoming Malayalam drama *Olappeepi* starring Biju Menon Punasseri Kanjana, Sreejith Ravi and Paris Laxmi among others.

Produced by Sunil Ibrahim of Vibezon Movies, this family drama marks the directorial debut of Krish Kymal, renowned photographer, ad filmmaker and cinematographer who worked in Malayalam and Tamil films. The film also stars Jebbar Chemad and Anjali Upasana in prominent roles.

Set in the backdrop of 1970s, the film portrays the story of various impacts and the socio-economic changes that occurred in the state of Kerala due to the execution of the Land Reforms Act in 1970. The film especially focuses on the turmoil created in an upper class feudal family due to the Land Reforms Act.

Following the success of the company's latest Malayalam release, director Omar Lulu's *Happy Wedding* that just completed 100 days in theatres, Eros continues to make its successful inroads into Malayalam cinema. Commenting on the release, **Sunil Lulla, Managing Director, Eros International** said, "*We remain focused on strengthening our presence in regional cinema and associating with some of the best talent in the Malayalam industry. Like our previous successes, we hope Olappeepi also wins audience acclaim*".



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### **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 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, Telugu 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](http://www.erosintl.com)



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