



March 21, 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, 5th 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

A handwritten signature in blue ink, appearing to read "Dinesh Modi".

Dinesh Modi
Chief Financial Officer



Encl:- Press Release

EROS INTERNATIONAL MEDIA LIMITED

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CIN No. L99999MH1994PLC080502



Eros International's Trinity Pictures to start production of its first slate in FY 2017

India's first franchise label announces an exciting range of films across genres

Mumbai, March 21, 2016: Leading Indian studio Eros International's **Trinity Pictures**, which was set up as India's first and only franchise feature studio in February 2015, is now ready with its first slate of films across new and exciting genres.

In what is said to change the way films are traditionally developed, Trinity's first slate is all about creating character-driven franchises which will be leveraged across feature films, merchandising, digital and more. With a focus on creating fresh concepts in new spaces, Trinity is also the first Bollywood studio in India that has a dedicated in-house team of writers in the 'Trinity Writers' Room' who have created over ten original franchises since the Division's inception, out of which at least four films will go into production in fiscal year 2017.

Trinity's initial lineup includes a range of character-driven franchises across budgets, genres and languages – from a live action elephant film, to a kid's action film and an Indo-China project to name a few. These will be helmed by acclaimed directors from across the country including **Kabir Khan, Siddharth Anand, Amole Gupte**, Telugu director **Krish** and popular Tamil director **Prabhu Solomon**.

The first feature to roll out under Trinity Pictures will be director Amole Gupte's favorite genre but with a difference – a **kids action film**, a big scale action film with a child secret agent at the centre of the story that will go on floor in the summer vacation.

With Trinity's launch, the studio is looking at expanding new film markets which includes opening of one of the biggest markets in the world – China. Two projects will be co-produced with a leading Chinese studio, based on stories organically weaving the socio-cultural worlds of India and China. Additionally, the films will be shot in both the languages. The **first Indo-China co-production** to roll will be directed by Kabir Khan with A-lister cast from India and China — a human drama exploring the central character's journey from India to China.

Other projects in the pipe line include a film by Siddharth Anand which will explore a fresh take on **the spy genre** in India. This genre is a global favourite with franchise potential.

Multiple award winning Tamil director, Prabhu Solomon's bilingual project will be an inspiration from the quintessential super hit **animal film—Haathi Mere Saathi**. The shooting will take place during the monsoons across India and abroad and will be mounted on a scale with never-seen-before visual effects in this genre.

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Ace director Krish's **buddy cop film** will be shot in Hindi and Tamil simultaneously, featuring popular lead actors from both the South and Bollywood. This film has been co-written by Shridhar Raghavan (mentor to Trinity writers), Dheeraj Rattan and K. Subhash.

Commenting on Trinity plans, **Jyoti Deshpande, Group CEO, Eros International** said, *"With Trinity, we continue our endeavor to raise the bar in revolutionizing Indian cinema. As a leading film studio, we have peaked with three out of the top four and seven out of top fifteen films in Bollywood in 2015 being Eros films. Trinity strategy is all about conceiving breakthrough big content ideas and unlocking value from that intellectual property across various distribution platforms for a very long time. We are excited about the slate under development and hope we will have a few top ten films from Trinity"*.

Ajit Thakur, CEO, Trinity Pictures added, *"With Trinity, there is an effort to create something absolutely new for the Indian market, an effort in investing in creating characters that open a world of possibilities – films, digital games, comics, merchandise. We have writers for the first time creating characters first and then building scripts and projects around these characters. We are the first studio to have tied up with China for co-productions and will be creating new markets with films shot in multiple languages. There are many firsts to Trinity and only Eros could have seen the merit in a franchise set up as this and taken the risk of making Trinity Pictures happen. We are very excited that the characters and franchises we are creating will hopefully entertain Indian audiences across platforms and well beyond the first Friday"*.

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 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. 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



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