

Eros International ties up with UAE's Phars Film for co-production & distribution of Malayalam movies

Mumbai, 28th September, 2016: **Eros International Media Ltd**, India's leading global company in the Indian film industry, today announced its association with UAE's largest film distribution and exhibition network (Hollywood & Bollywood), **Phars Film**.

The partnership will entail the two companies jointly co-producing Malayalam films along with exploration of theatrical rights between the two entities. The deal licenses Eros to exploit the distribution of all Malayalam movies produced jointly in India, while Phars Films would present the same overseas where it enjoys a dominant market share.

Commenting on the association, **Sunil Lulla, Managing Director, Eros International Media Ltd**, says, "*Eros continues to champion strong content led regional cinema, and we have made successful inroads in the Malayalam film industry. Our association with a prominent player like Phars Film to jointly create and release new content further reiterates our vision to scale up in the south industry and continue presenting attractive film content*".

Ahmad Golchin, Founder & CEO, Phars Film said, "*We are looking forward to partnering with India's largest film studio with whom we share a common vision to bring the finest content from Malayalam cinema to discerning audiences in India & overseas market.*"

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 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.erosintl.com