



## **Micromax Partners with Eros Now to Launch New Content Rich Tablet in Indian Market**

### ***Content Rich 8” Tablet Comes with One-year Subscription to Eros Now and is Pre-Loaded with Premium Content***

**Isle of Man, August 30, 2017:** Eros International Plc (NYSE: EROS) (“Eros”), a leading global company in the Indian film entertainment industry, announced today that Eros Now, its cutting-edge digital over-the-top (OTT) South Asian entertainment platform, has partnered with Micromax Informatics, one of the leading consumer electronics brands in the world, to launch a new a co-created content-packed tablet, Canvas Plex, with Eros Now, which will give consumers a year of premium subscription to Eros Now movies, music and entertainment shows.

Micromax and Eros Now have also partnered for the promotion of the upcoming Bollywood movie *Shubh Mangal Saavdhan* starring Ayushyamann Khurana and Bhumi Pednekar, allowing a few select consumers to have access to the stars and free movie tickets.

Targeted at the young working professionals and students, the new Micromax Canvas Plex will help accelerate the content consumption among younger consumers. Canvas Plex comes with an 8” inch HD Screen coupled with 3GB RAM and 32 GB ROM. For digital content enthusiasts, the device delivers superior video and gaming experience as it comes with DTS Sound. The new Canvas Plex tablet will be available in India at selected retail stores from 1<sup>st</sup> September at a retail price of INR 12,999.

**Mr. Vikas Jain, Co-founder, Micromax Informatics Limited**, commenting on the launch said that, *“From flying around the world to taking the metro to work, one needs to stay entertained during the journey. With affordable 4G plans available, consumers access entertainment like never before and carrying a tab would almost be like carrying a mini Cineplex on the go. Canvas Plex is our endeavor to bring to our users, content and associations which add value to their overall entertainment experience. We are pleased to partner with Eros Now, one of the leading players in the Indian entertainment space with an excellent assortment of Bollywood and regional content.”*

**Rishika Lulla Singh, CEO, Eros Digital** commented, *“Our partnership with Micromax is part of our philosophy to offer consumers the best in entertainment and a unified video viewing experience across screens and being platform agnostic. With this partnership, we will be extending our ability to provide entertainment on-the-go, anywhere and anytime to Micromax’s more than 100 million users. Partnering with one of the world’s leading smart device makers puts us at the next level of exponential growth.”*



### **About Eros Now**

Eros Now is Eros International Plc's leading on-demand South Asian entertainment network accessible anytime, anywhere, on most Internet-connected screen including mobile, web, and TV. Eros Now offers its 68 million registered users worldwide the promise of endless entertainment hosting one of the largest libraries of movies of over 10,000 films, as well as premium television shows, music videos and audio tracks, unmatched in quantity and quality. Product features, such as video in HD, multi-language subtitles, movie downloads, and high quality original drama series differentiate the Eros Now entertainment offering. To see, watch now: [www.erosnow.com](http://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 an extensive and growing movie library comprising of over 3,000 films, which include Hindi, Tamil, and other regional language films. The company also owns the rapidly growing OTT platform Eros Now. For further information please visit: [www.erosplc.com](http://www.erosplc.com)

### **About Micromax Informatics**

Micromax Informatics Limited is the 10th largest mobile brand in the world (Counterpoint Research) and one of the leading consumer electronics companies. Over the past decade, Micromax has pioneered the democratization of technology for the masses by offering affordable innovations through their products and removing barriers for large-scale adoption of advanced technologies. The brand embraces an innovative product portfolio ranging from feature rich, dual –SIM phones, 4G Android smartphones, tablets, smart televisions, air conditioners and laptops. With successful operations across India, Russia and other SAARC markets, Micromax sells more than 3 million mobility devices every month.

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