



Eros Now Announces Content Deal with Dharma Productions
Acquires licensing rights to *Badrinath Ki Dulhania* & *Ok Jaanu* and hit catalogue titles starring *Shah Rukh Khan*

ISLE OF MAN, United Kingdom, September 21, 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 collaborated with leading Indian film production entity, Dharma Productions for a content aggregation deal.

Under the agreement, Eros Now has secured the licensing rights to two of Dharma’s latest releases, *Badrinath Ki Dulhania* and *Ok Jaanu* along with 11 catalogue films which comprise Shah Rukh Khan starring blockbusters *Kuch Kuch Hota Hai*, *Kabhi Khushi Kabhie Gham*, *Kal Ho Na Ho*, *Kabhi Alvida Naa Kehna* and *Duplicate*. Eros Now has acquired the global digital distribution rights for these films for all territories outside of India on a non-exclusive basis.

Speaking on the development, Rishika Lulla Singh, CEO, Eros Digital commented, “We are happy to align with our long-standing associates and one of the most notable production companies in India and we are looking forward to showcasing these evergreen bestsellers. Through this deal, Eros Now continues to endeavor to provide its users with the best in entertainment with the strength of its vast content library and compelling content”.

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

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

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