



Eros Now Available on Amazon Fire TV Stick

Indian consumers can now enjoy Eros Now's seamless entertainment with a three-month free premium subscription

Isle of Man, April 20, 2017: Eros Now, one of the fastest growing over-the-top (OTT) Indian entertainment platforms, owned by Eros International Plc (NYSE: EROS), today announced a strategic partnership with Amazon in India and their recently launched internet streaming device, Fire TV stick. Users can enjoy Eros Now's uninterrupted entertainment services as the app is now pre-installed on Fire TV sticks purchased in India. In addition, Fire TV customers will also receive a three-month free premium subscription to Eros Now, currently priced at Rs 99/month. Following the free trial, Eros Now will receive 70% of all revenue generated from Eros Now subscriptions from Amazon Fire TV. Amazon will be co-marketing the Eros Now service and promoting the app across India with Amazon Fire TV.

The Fire TV stick can be connected into any high-definition television and used to stream video and audio content, apps, games and more on television. Eros Now offers the widest library of films which caters to the different needs and tastes of the consumer, providing an enriching and fulfilling entertainment experience to the viewer.

Commenting on the association, **Rishika Lulla Singh, CEO, Eros Digital**, said, *"We are delighted to partner with Amazon for the Fire TV stick platform. The partnership is another step towards tapping a larger consumer and subscriber base, fulfilling their ever-changing entertainment needs and providing them with our unique entertainment viewing experience. With our current subscriber base of 2 million through existing partnerships with leading OEMs like Apple TV, Amazon Fire TV, Android TV, Google, Samsung, Lyca TV and all major telcos including Airtel, IDEA, Vodafone, Reliance Jio, our aim is to be platform agnostic, constantly engage with newer customers and achieve greater visibility in the market."*

About Eros Now

Eros Now is Eros International Plc's leading on-demand Bollywood entertainment network accessible anytime, anywhere, on most Internet-connected screen including mobile, web, and TV. Eros Now offers its 55 million registered users worldwide the promise of endless entertainment hosting one of the largest libraries of movies, as well as premium television shows, music videos and audio tracks, unmatched in quantity and quality. Product features, such as video in HD, subtitles in English and Arabic, 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 for home entertainment distribution. The Company also owns the rapidly growing OTT platform Eros Now. In 2015, 3 out of the top 4 box office films and 7 out of the top 15 box office films were from Eros. For further information, please visit: www.erosplc.com.

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