

Eros Now available now on Ola's connected car platform, Ola Play

Isle of Man, April 24, 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 integration deal with India's leading mobile app for transportation, Ola's connected car platform for ridesharing, **Ola Play**. This strategic revenue-sharing partnership through Eros Now subscriptions will enable an immersive and personalized experience which customers can seamlessly control through their smartphones as well as a device mounted at the back of the seat.

Powered by proprietary in-car and cloud technologies from Ola, Ola Play brings advanced car controls, choice of personalized content and a fully-connected interactive experience for its customers. Eros Now offers the widest library of films, music, premium television, and regional content that has the potential to enhance the experience for many Ola customers.

Ola commuters will now have easy access to a vast array of unlimited entertainment options through Eros Now on Ola Play. Content will be customized depending on customer preferences and ride information like time and destination to provide the perfect connected in-car experience. The association particularly adds value to the superior experience proposition of Ola Rental and Ola Outstations categories that are widely used by customers. Long, traffic-filled journeys are now going to be easier rides with Eros Now's broad selection of entertainment choices on display. The offering is currently available in four cities: Mumbai, Delhi, Bangalore, and Hyderabad.

Commenting on the integration, **Rishika Lulla Singh, CEO - Eros Digital** said, *"Connected cars are a reality now in India with Ola Play. We are excited to join hands with Ola as our vision remains to provide easy access to premium experience on-the-go. This strategic integration enables increased user engagement and will help us increase our reach to millions of Ola customers."*

Speaking on the development, Ankit Jain, Sr. Director and Head of Ola Play, said, *"At Ola, we are tirelessly working towards enhancing customer experience, Ola Play is a strong step in that direction. In line with such efforts, our association with Eros*



Now is sure to offer our discerning customers an unparalleled entertainment experience. A boon for our Outstation customers who spend hours at a stretch in the cab, they now have an even stronger reason to choose Play on our platform. With partnerships such as these, Ola is well on its way to transform the consumer's ride experience, giving them the power to control their time spent inside the car, and building an experience that is intelligent, contextual, and unique."

With this association, Ola Play customers will have access to a vast and diverse range of popular movies on Eros Now. Currently, the offering is available in four cities in the country: Mumbai, Delhi, Bangalore, and Hyderabad.

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.

About Ola:

Founded in Jan 2011 by IIT Bombay alumni Bhavish Aggarwal and Ankit Bhati, Ola (formerly Olacabs), is India's most popular mobile app for personal transportation. Ola integrates city transportation for customers and driver partners onto a mobile technology platform ensuring convenient, transparent and quick service fulfilment. Ola is committed to its mission of building mobility for a billion people. Using the Ola



mobile app, users across 110 cities can book from over 600,000 vehicles across cabs, auto-rickshaws and taxis. Ola has also introduced a range of shared mobility services on its platform like Ola Shuttle and Ola Share for commute and ride-sharing respectively. The app is available on Windows, Android and iOS platforms. Please visit www.olacabs.com/media for more information.

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