



Eros International Media Ltd

Corporate Presentation

April 2014

Forward – Looking Statements



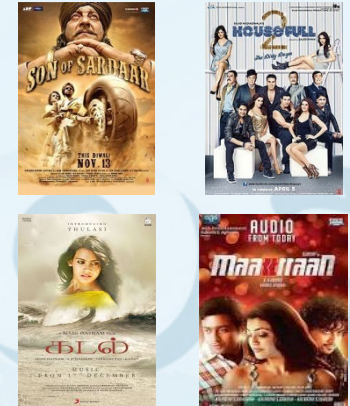
Certain material in this document reflect Eros International Media Ltd. (the “Company”) beliefs and expectations about the future that constitute “forward – looking statements”. In some cases, these forward-looking statements can be identified by the use of forward-looking terminology, including the terms “believes”, “estimates”, “forecasts”, “plans”, “prepares”, “projects” “anticipates”, “expects”, “intends”, “may”, “will” or “should” or, in each case, their negative or other variations or comparable terminology, or by discussions of strategy, plans, objectives, goals, future events or intentions. These forward-looking statements include all matters that are not historical facts. They appear in a number of places throughout this presentation and include, but are not limited to, statements regarding the Company’s intentions, beliefs or current expectations concerning, among other things, the Company’s results of operations, financial condition, liquidity, prospects, growth, strategies, business development, the markets in which the Company operates, expected changes in the Company’s margins, certain cost or expense items as a percentage of the Company’s revenues, the Company’s relationships with theatre operators and industry participants, the Company’s ability to source film content, the completion or release of the Company’s films and the popularity thereof, the Company’s ability to maintain and acquire rights to film content, the Company’s dependence on the Indian box office success of its films, the Company’s ability to recoup box office revenues, the Company’s ability to compete in the Indian film industry, the Company’s ability to protect its intellectual property rights and its ability to respond to technological changes, the Company’s contingent liabilities, general economic and political conditions in India and globally, including fiscal policy and regulatory changes in the Indian film industry and other factors. By their nature, forward-looking statements involve known and unknown risk and uncertainty because they relate to future events and circumstances. Forward-looking statements speak only as of the date they are made and are not guarantees of future performance and the actual results of the Company’s operations, financial condition and liquidity, and the development of the markets and the industry in which the Company operates may differ materially from those described in, or suggested by, the forward-looking statements contained in these materials. The forward-looking statements in this presentation are made only as of the date hereof and the Company undertakes no obligation to update or revise any forward-looking statement, whether as a result of current or future events or otherwise, except as required by law or applicable rules. In addition, even if the results of operations, financial condition and liquidity, and the development of the markets and the industry in which the Company operates are consistent with the forward-looking statements contained in these materials, those results or developments may not be indicative of results or developments in subsequent periods. A number of factors, many of which are beyond the Company’s control, could cause results and developments to differ materially from those expressed or implied by the forward-looking statements.

A Leading Global Indian Film Entertainment Company



Leading co-producer, acquirer and distributor of Indian language films globally

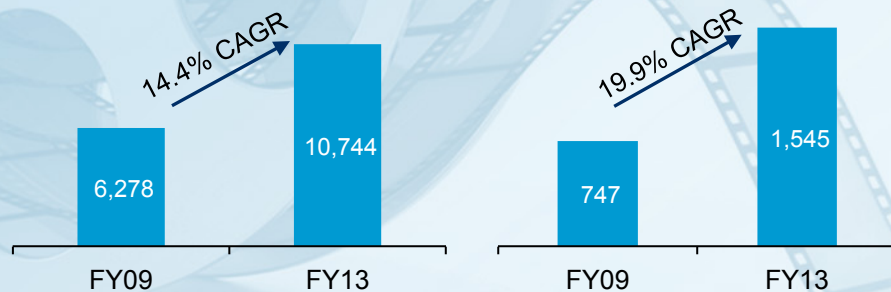
- 2000+ films and digital rights to an additional 700 films
- 230 new releases over the last 3 years
- Subtitled / dubbed content in 25+ different languages
- Average 3 of the top 10 releases in India each year (2010 –2012)⁽¹⁾
- Multi-channel global distribution in 50+ countries
- Digital distribution platforms: Eros Now and HBO Asia



Strong Financial Track Record⁽²⁾

(Rs. in millions) Revenue

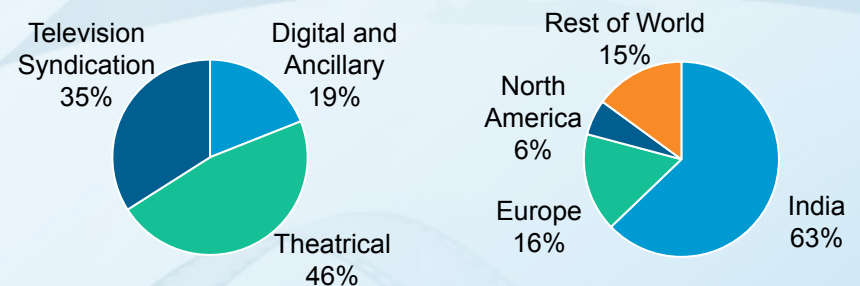
Adj. PAT



Diversified Revenue Mix FY2013⁽²⁾

Channel

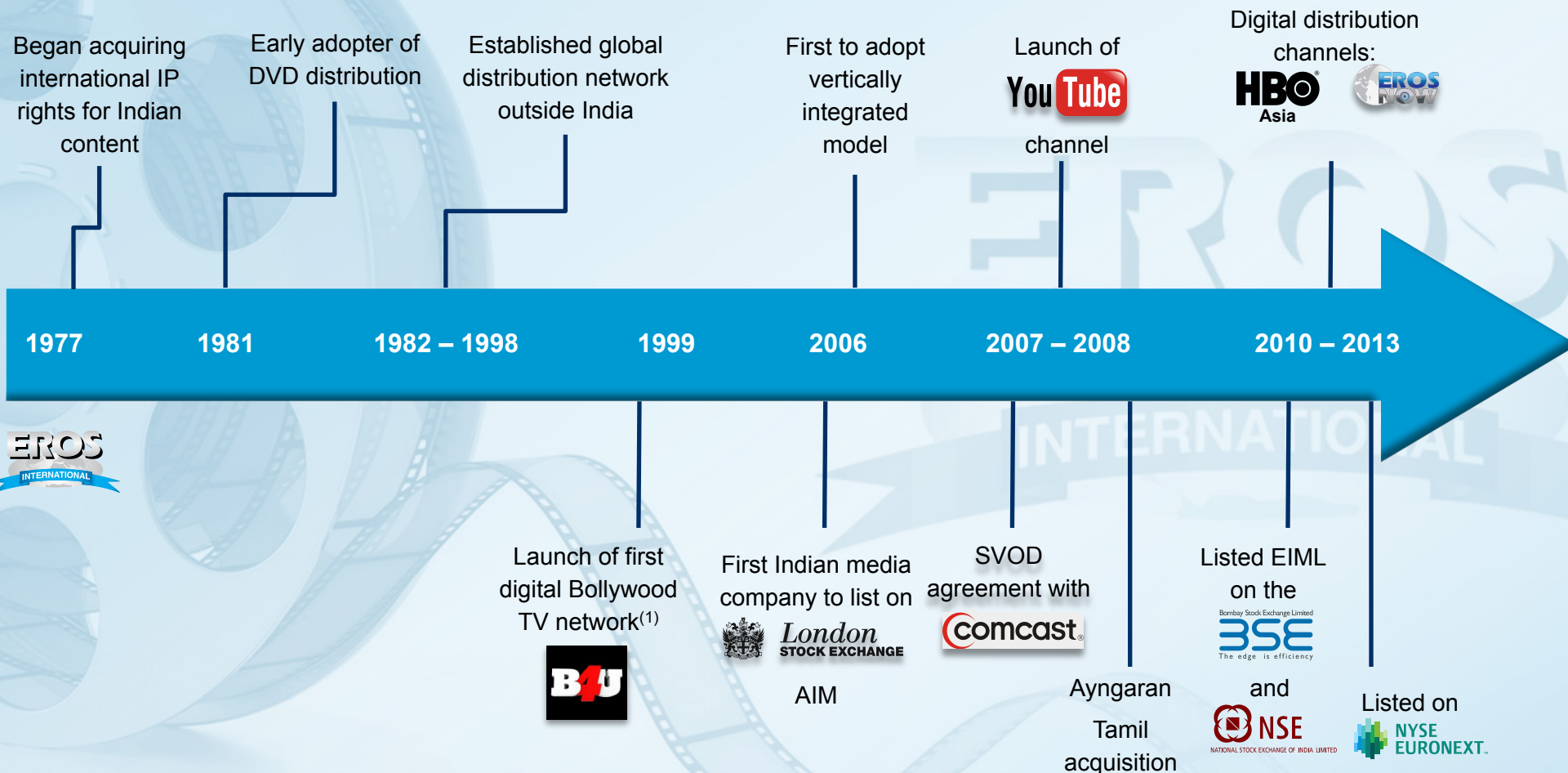
Geography



(1) 3 of the Top 10 grossing Hindi films in 2010 (Source: BoxOfficeIndia.com); 4 of the Top 10 Hindi films in 2011 (Source: BoxOfficeIndia.com); 2 of the Top 10 Hindi films in 2012 (Source: bollywoodhungama.com)

(2) Fiscal year ended March 31

Pioneer and Innovator in Indian Film Entertainment



(1) Eros currently has a 24% stake in B4U

Key Highlights



Global Leader in Indian Filmed Entertainment with Leading Box Office Market Share⁽¹⁾



Largest Indian Content Library of Films & Music with 2,000+ Films



Unparalleled Global Distribution Network



High Growth Indian Domestic Media & Entertainment Market with Structural Upside



Portfolio Approach & Pre-Sales Strategy Diversify and Accelerate Cash Flow



New and Library Content Distributed through New Digital Platforms, Eros Now and HBO Asia

(1) 3 of the Top 10 grossing Hindi films in 2010 (Source: BoxOfficeIndia.com); 4 of the Top 10 Hindi films in 2011 (Source: BoxOfficeIndia.com); 2 of the Top 10 Hindi films in 2012 (Source: bollywoodhungama.com)

Established Brand with Leading Market Share



Average 3 of the Top 10 Releases in India Each Year (2010 –2012)⁽¹⁾



\$23.3m⁽²⁾



\$25.7m⁽³⁾



\$14.5⁽³⁾



\$16.5m⁽²⁾



\$24.5m⁽³⁾



\$20.4m⁽⁴⁾



\$8.8m⁽²⁾



\$19.3⁽³⁾

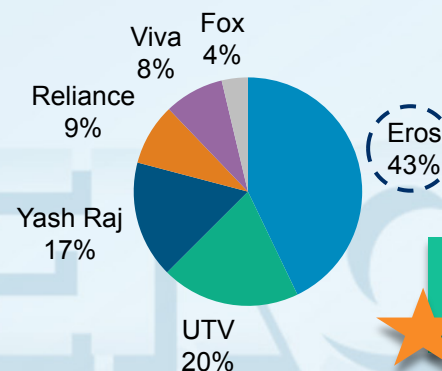


\$19.8⁽⁴⁾

2010 – 2012 Box Office

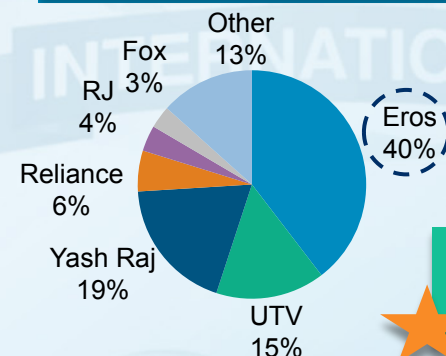
- (1) 3 of the Top 10 grossing Hindi films in 2010 (Source: BoxOfficeIndia.com); 4 of the Top 10 Hindi films in 2011 (Source: BoxOfficeIndia.com); 2 of the Top 10 Hindi films in 2012 (Source: bollywoodhungama.com)
- (2) Rupees converted to USD at 45.72 using average exchange rate in 2010 (Source: BoxOfficeIndia.com)
- (3) Rupees converted to USD at 46.66 using average exchange rate in 2011 (Source: BoxOfficeIndia.com)
- (4) Rupees converted to USD at 53.43 using average exchange rate in 2012 (Source: BoxOfficeIndia.com)
- (5) Market share data based on gross box office collections (Source: Rentrak)

U.S. ⁽⁵⁾



Leading market share

U.K. ⁽⁵⁾



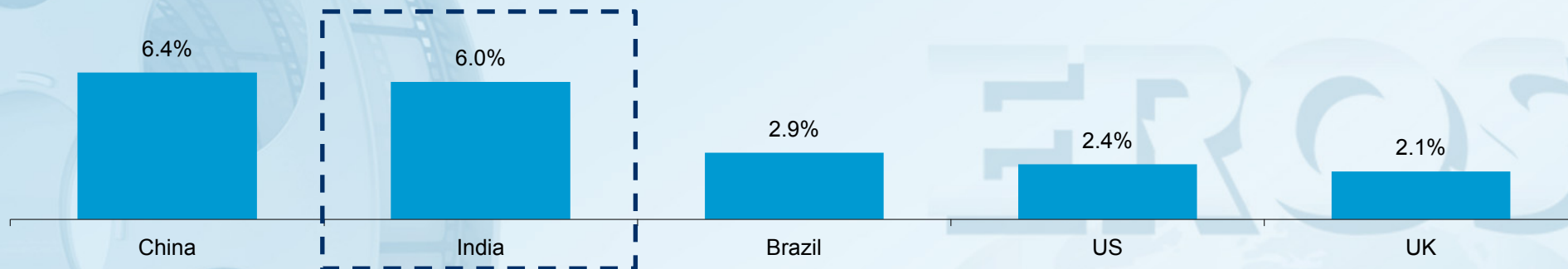
No. 1 over the last 30 years

2012 Share⁽⁵⁾

India: High Growth with Attractive Fundamentals

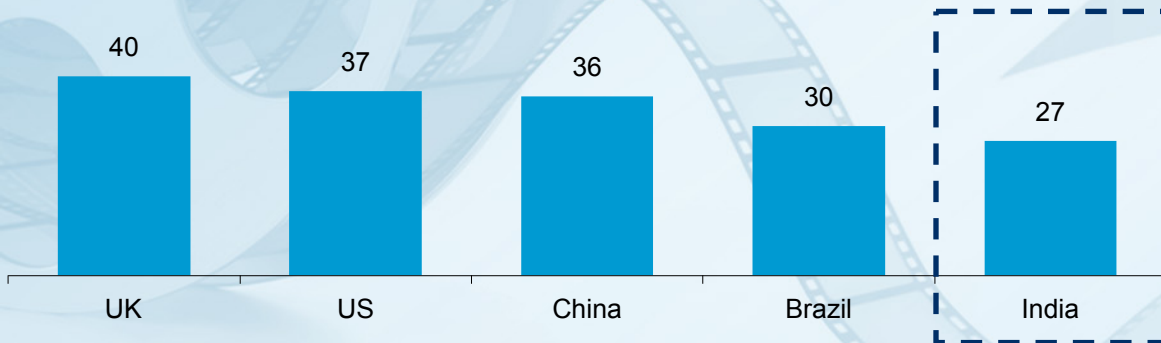
One of the Fastest Growing Economies⁽¹⁾

Projected GDP growth CAGR (2012 – 2017E)



A Young Nation...⁽²⁾

Median age (years)



...with Attractive Market Fundamentals

Growing Middle Class

Increasing Discretionary Income

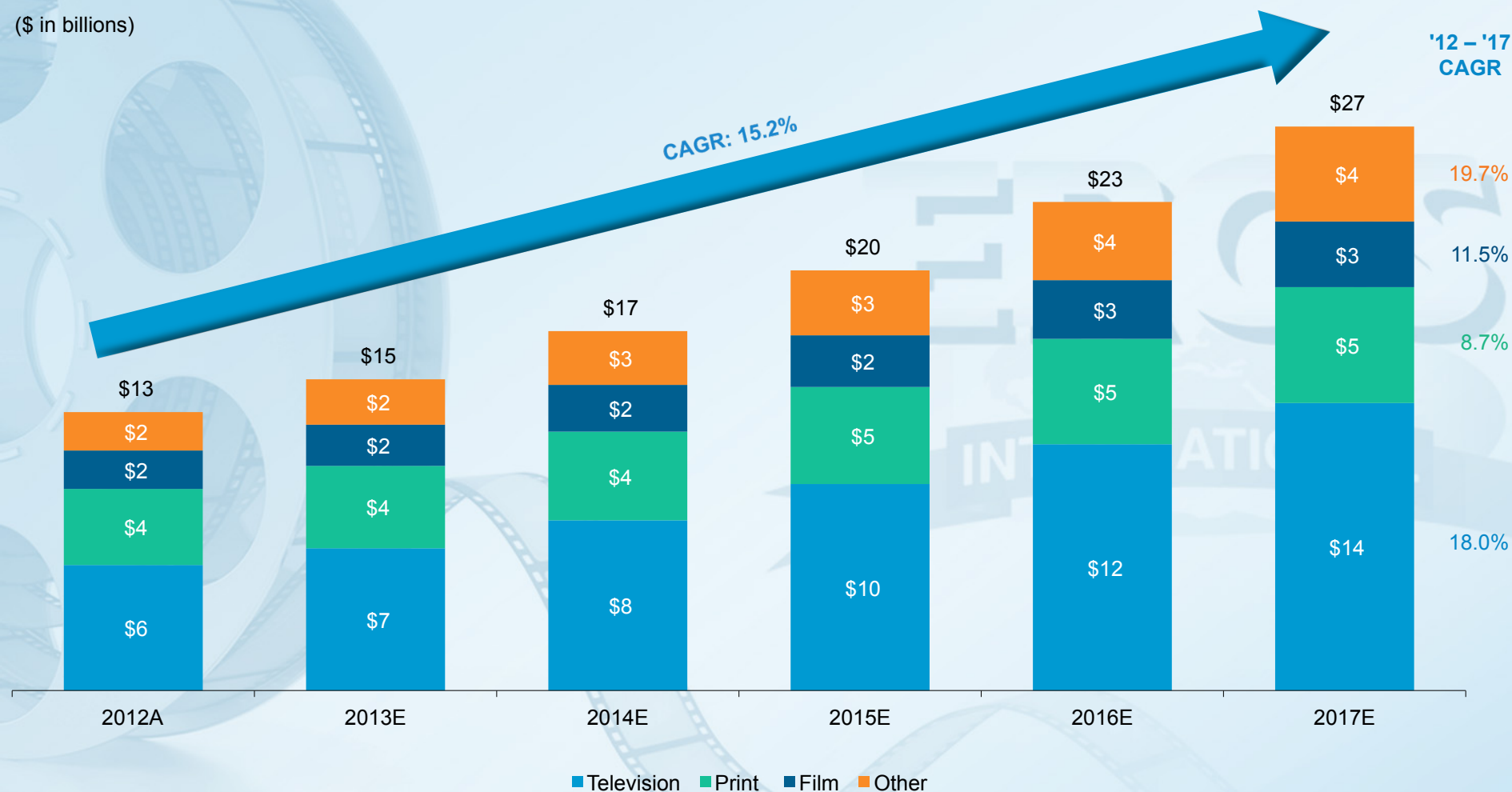
(1) Source: Business Monitor International

(2) Source: CIA World Factbook

Media & Entertainment Market Projected to Grow at 15%



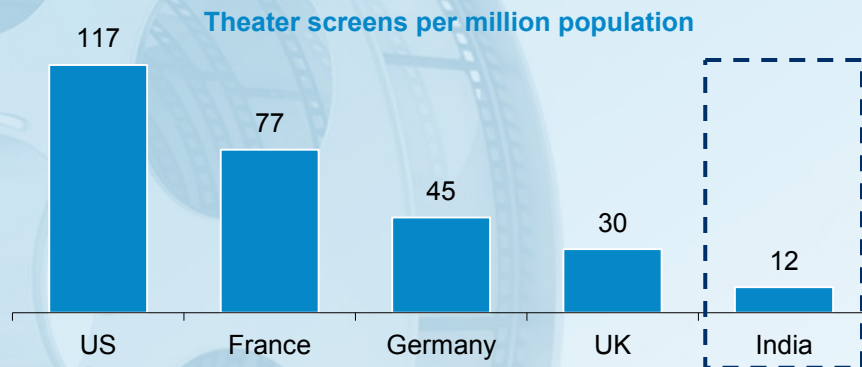
(\$ in billions)



(1) Source: FICCI-KPMG Report 2013; Rupees converted to USD at 62.58 "Other" includes radio, music, out of home, animation & VFX, gaming and digital advertising segments

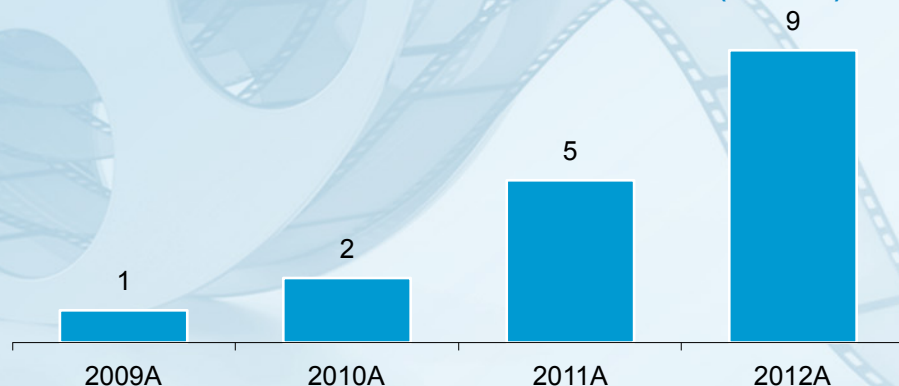
Expanding Theatrical Market Should Benefit Eros

India is a Highly Underpenetrated Market...(1)



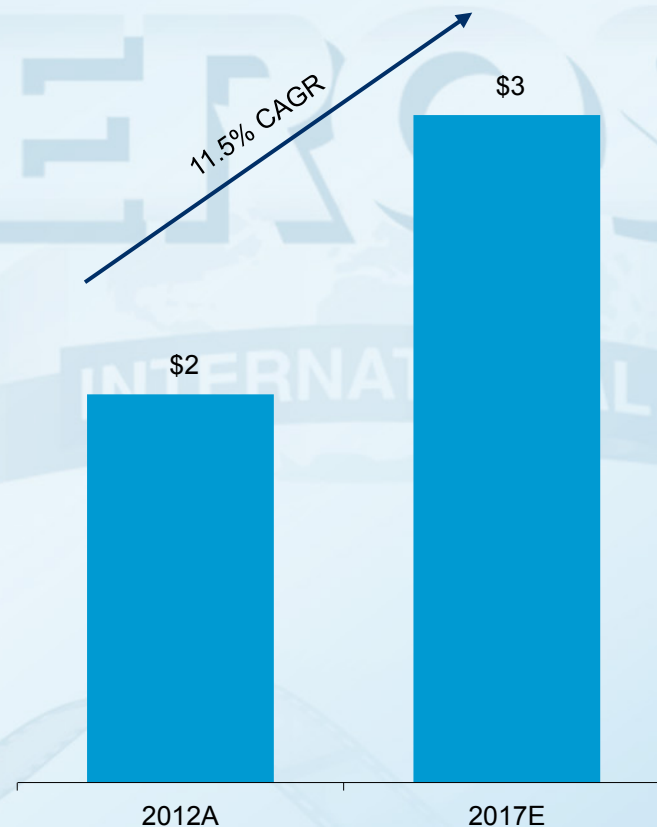
...with Increasing Multiplexes & Ticket Prices(2)

Number of films with box office revenue > 1bn Rs (~\$15mm)



...Fueling Growth in the Indian Film Industry(2)

(\$ in billions) Indian film industry revenue outlook



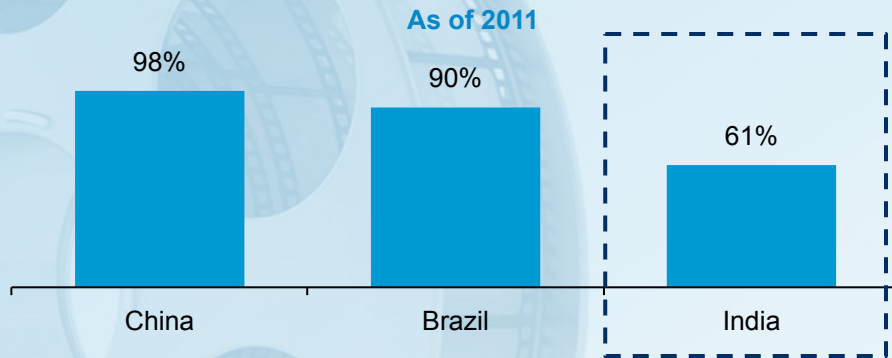
(1) Source: "India Entertainment and Media Outlook 2011," PWC

(2) Source: FICCI-KPMG Report 2013; Rupees converted to USD at 62.58

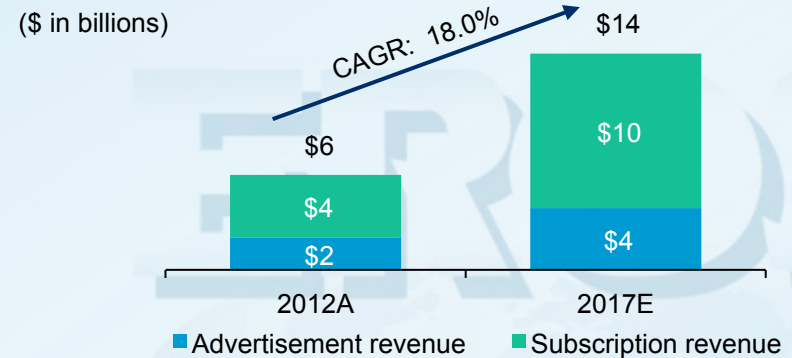
Indian TV Market is Underpenetrated With Strong Potential



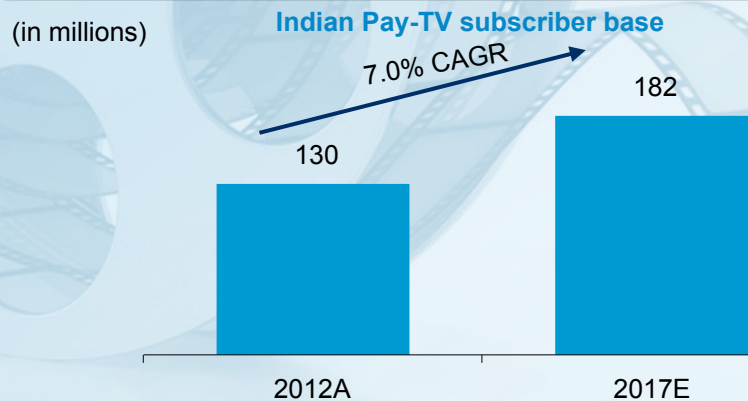
Current Low Television Household Penetration...(1)



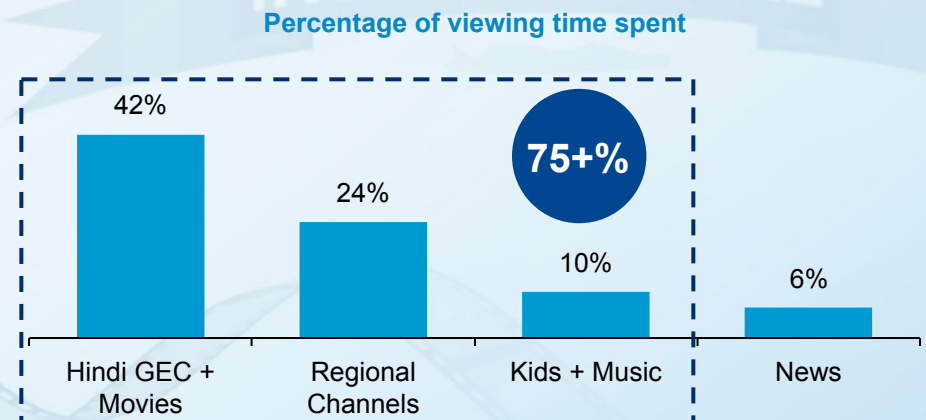
...is Expected to Fuel Growth in the Indian TV Industry(2)



Willingness to Pay for Content...(2)



...is Supported by Favorable Viewing Preferences(2)



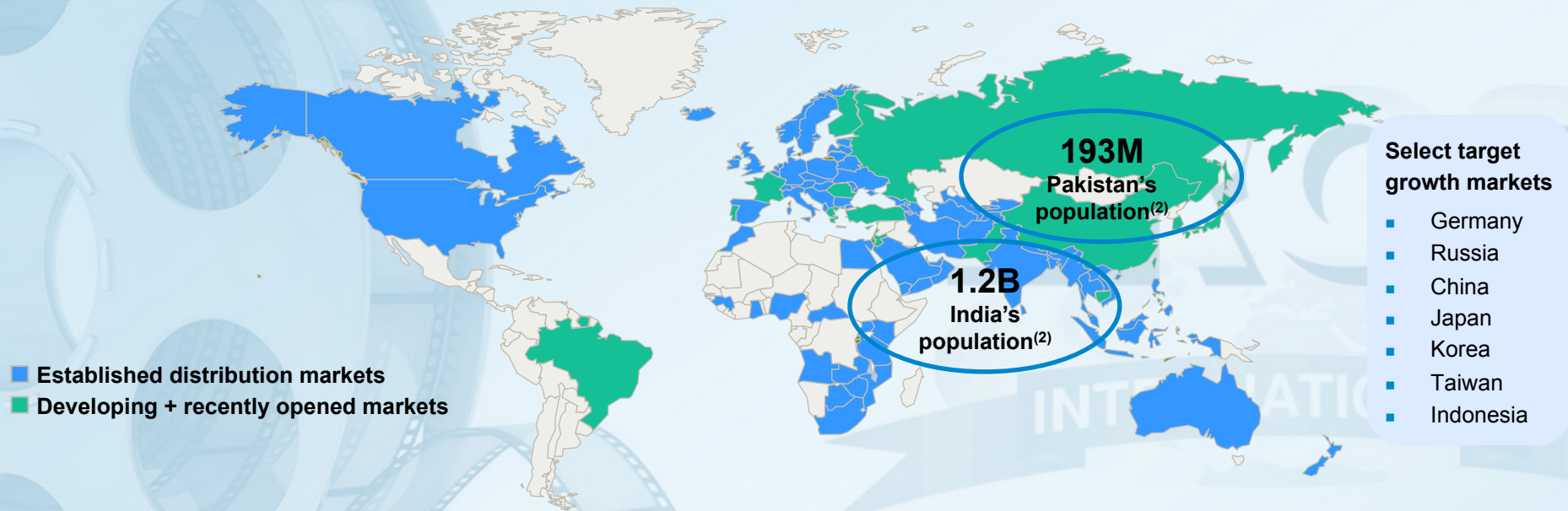
(1) Source: FICCI-KPMG Report 2012

(2) Source: FICCI-KPMG Report 2013; Rupees converted to USD at 62.58

Eros' International Market Opportunity



Attractive and Sizable International Market Across 50+ Countries⁽¹⁾



Global Opportunity

- Global demand for Bollywood content
- Large South Asian diaspora

Expanding International Markets

- Dubbed content in 25+ languages
- Significant demand in Europe and Southeast Asia
- Arrangement with local distributors to target theatrical, TV and DVD releases

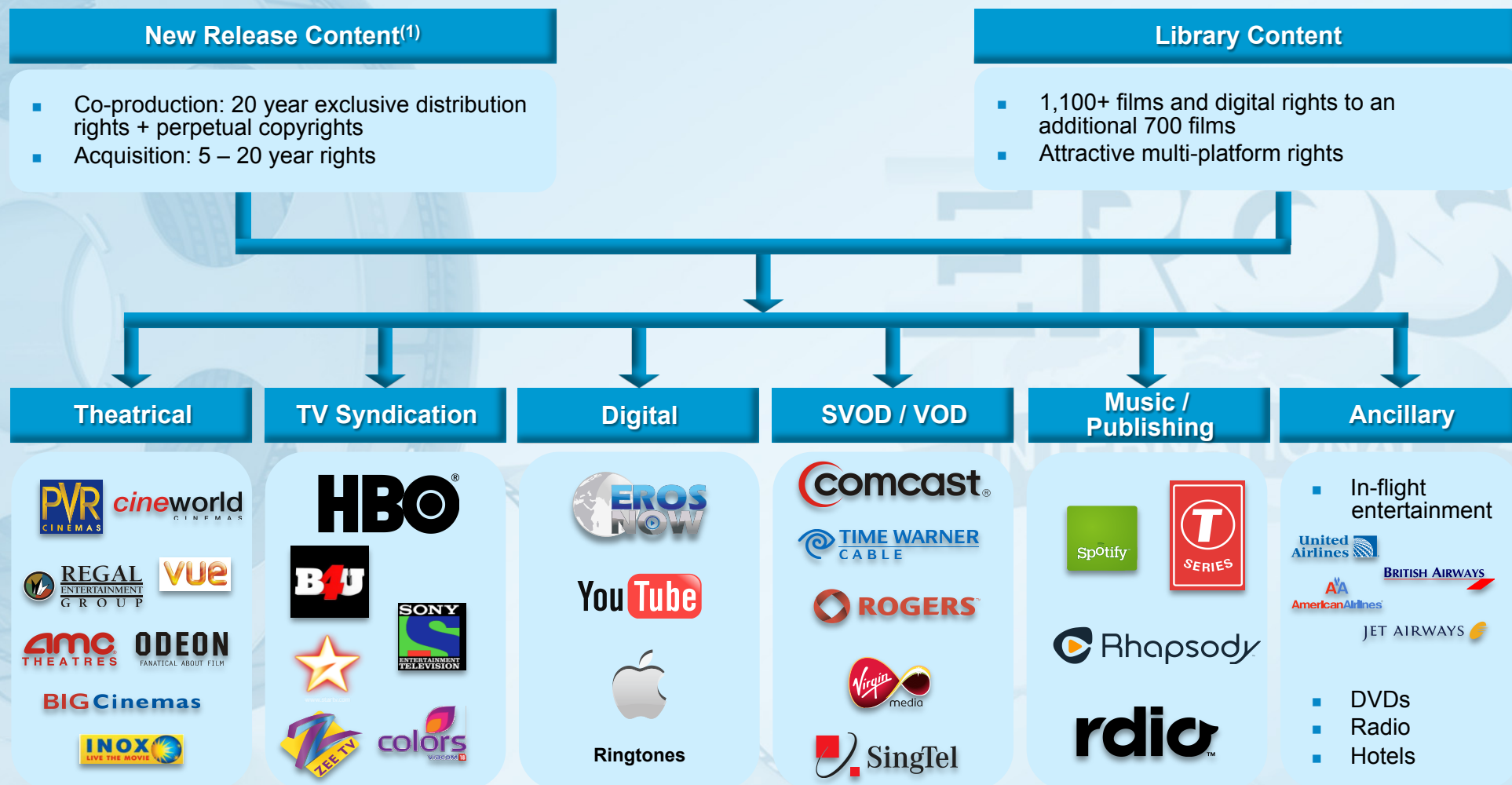
Additional Monetization Opportunities

- Technology penetration and proliferation of distribution channels

(1) Source: *The Migration and Remittances Factbook 2011*

(2) Source: *CIA World Factbook*

Successful Multi-Platform Content Monetization Model



Note: Companies shown above are a selection of the Company's relationships
 (1) Typical terms for new release content

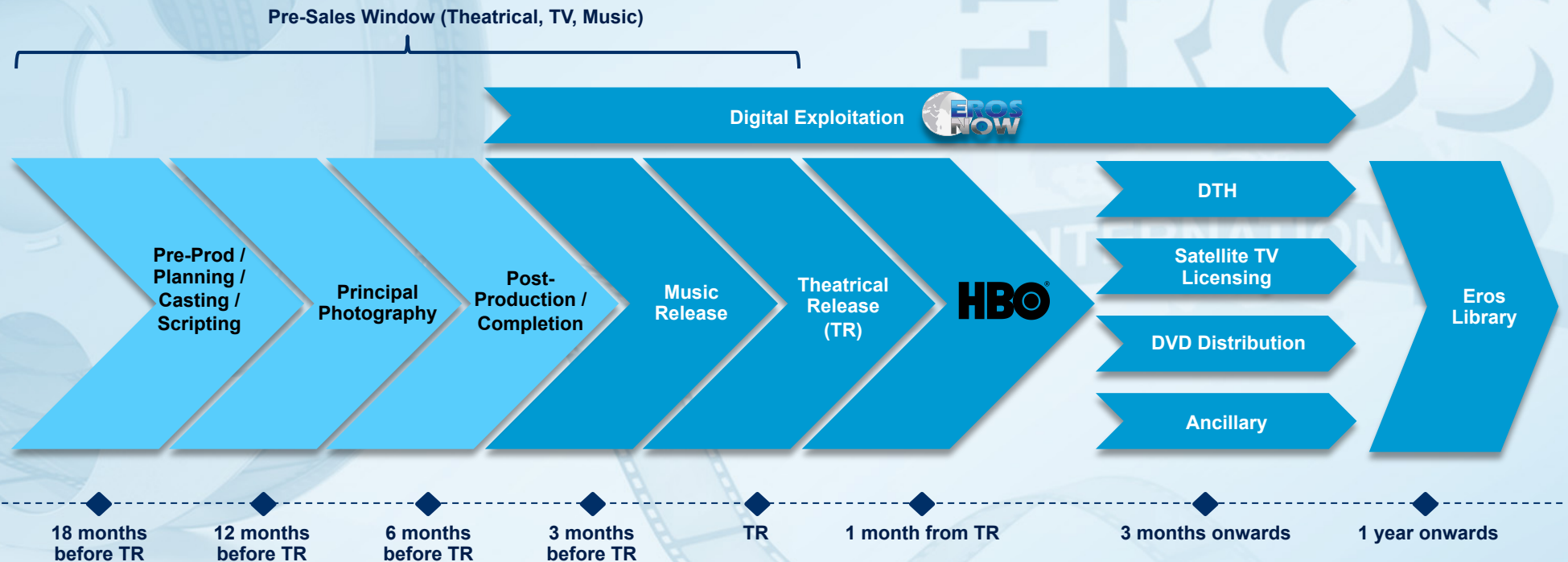
Content Strategy Mitigates Risk and Maximizes Cash Flow



Maximize Monetization Through the Release Windows



- Eros generates revenues across all phases of the film release cycle
- Indian theatrical and DVD release windows are short
- Limited DVD market exposure
- Stable sources of revenue including HBO Asia collaboration and Eros Now



Strategic HBO Asia Collaboration Provides Significant Upside



154 million TV Households⁽¹⁾

- 4.4% 2012–2017 CAGR

130 million Pay TV Subscribers⁽¹⁾

- 7.0% 2012–2017 CAGR

Rising ARPU⁽¹⁾⁽²⁾

- \$5.37 in 2012
- 11.6% 2012–2017 CAGR

\$5.9 billion TV Market

- 18.0% 2012–2017 CAGR

Upside Potential for Content Monetization



Two Premium Channels

- Launched two premium television channels in February 2013
 - HBO Defined
 - HBO Hits
- Available in HD and SD
- Available on DTH and two cable platforms

Premium Ad-free Window

- Creates a new “first in India” movie window
- Release window between feature film run and satellite syndication
- Premium ad-free model also a first in India

Premium Content

- New release and library films from Eros
- Hollywood film and TV content from HBO Asia
- Content “audio-synched” into local languages

(1) Source: FICCI-KPMG Report 2013; projected CAGR from 2012 – 2017

(2) Rupees converted to USD at 62.58; ARPU represents average revenue per user

Eros Now is Enhancing Reach Through Digital Platforms



Proliferation of Internet in India

Low Internet Penetration⁽¹⁾

- India (10%) vs. China (36%) and U.S. (81%)

Growing Internet Users⁽²⁾

- 174 million users in 2012
- 23.3% 2012–2017 CAGR

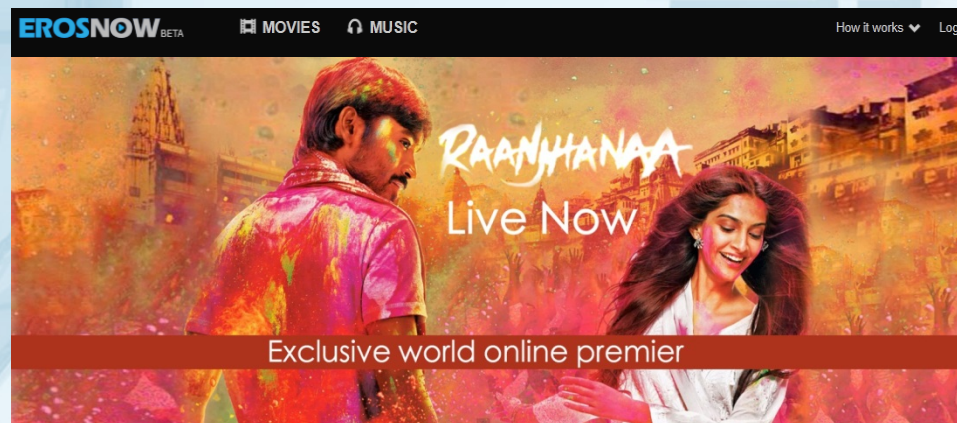
Large Mobile Audience⁽³⁾

- 865 million subscribers in 2012
- 4.0% 2012–2017 CAGR

Over 500 Movies and 3,000 Music Videos Available

On-Demand

Ad-Supported



Multiple Channels

Multiple Internet Connected Devices

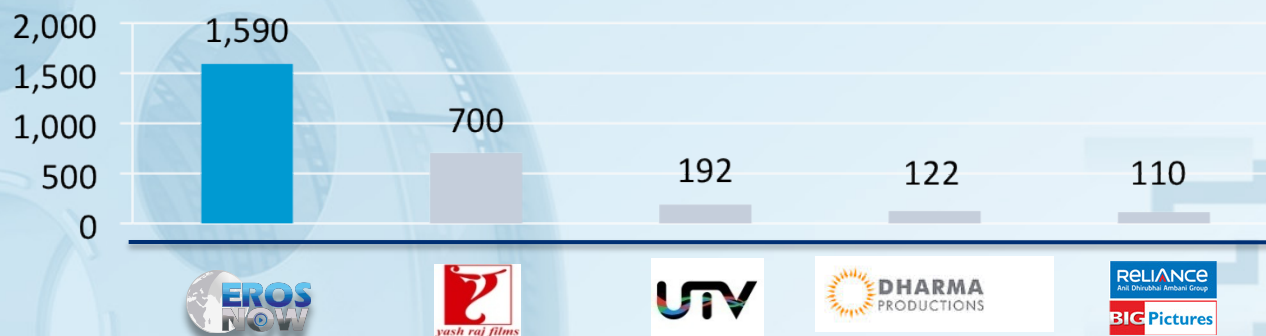
YouTube Channel with 1.6 billion Views and Over 1.3 million Free Subscribers

(1) Source: "The Internet's Impact on India 2012," McKinsey
(2) Source: FICCI-KPMG Report 2013; projected CAGR from 2012 – 2017
(3) Source: Business Monitor International

Eros Now leads in digital amongst Film and TV peers

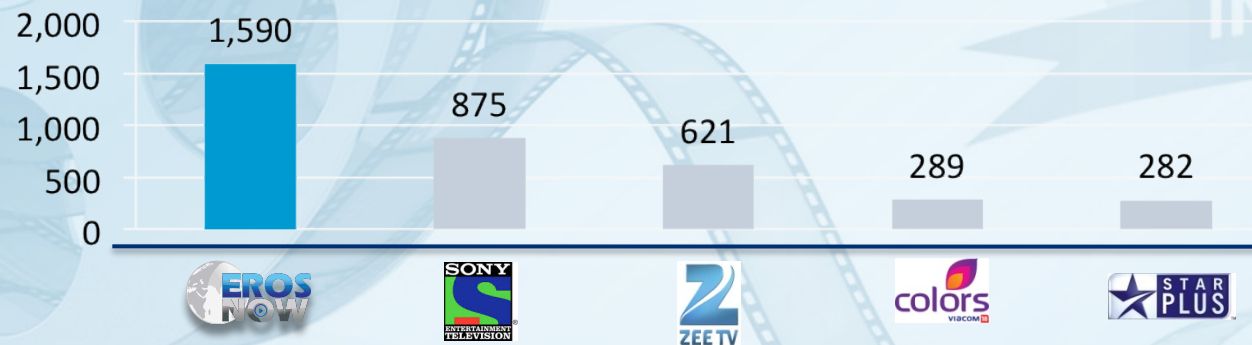


Film Peers – Video Views in Millions



Eros Now has 2x the video views of its closest competitor and 10x other film peers

TV Peers – Video Views in Millions



Eros Now has 1.5x the video views of its closest competitor and is 3x-6x other TV peers

Source: Company data, across Eros Digital and publicly available data for film and TV peers; as of November 2013

Eros Now has a compelling strategy & strong partnerships



Service engages a new digital generation of South Asians globally

B2C Strategy

1 Anchored on Content: Films, Music & TV

- **First window:** before TV, DVD or other
- **Exclusive:** available only on Eros Now
- **Original:** developed for Eros Now

2 Freemium Model:

- **Free & Ad-supported:** Less competitive windowing & no premium features
- **Premium & Subscription-based:** Ad-free, with exclusive content & features

3 World-class Technology

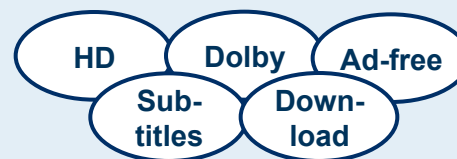
- **Apps:** with all major providers
 - **Social media:** seamless integration
 - **Download to own:** full functionality
- Completely run in-house to allow for maximum flexibility and highest quality standards*

Premium Content Providers



& all major content providers

Premium Features



Subtitles for International Audience

- English & Arabic on Hindi & regional
 - Dutch, Spanish, French, Russian, Malay, Bahasa & more to come
- Social Media Milestones**



B2B Examples (Select)

50+ partners in India & Overseas to maximize reach

Cable¹

- 30M+ digital cable HH in India with pre-loads
- 2017 market of 80M+

Mobile

- New smart phone handsets to have pre-loads

Tablets

- Amazon Kindle in India pre-loaded at launch

TV

- Google TV & Chrome cast app in process; all major smart TVs (eg Samsung)

Source: Company and publicly available data

¹ Source: FICCI-KPMG Report 2013



Financial Overview



Key Financial Highlights



Strong Track Record of Revenue and EBITDA Growth



Multi-Channel Distribution Diversifies Sources of Revenue



Investment in Content Drives Growth Strategy

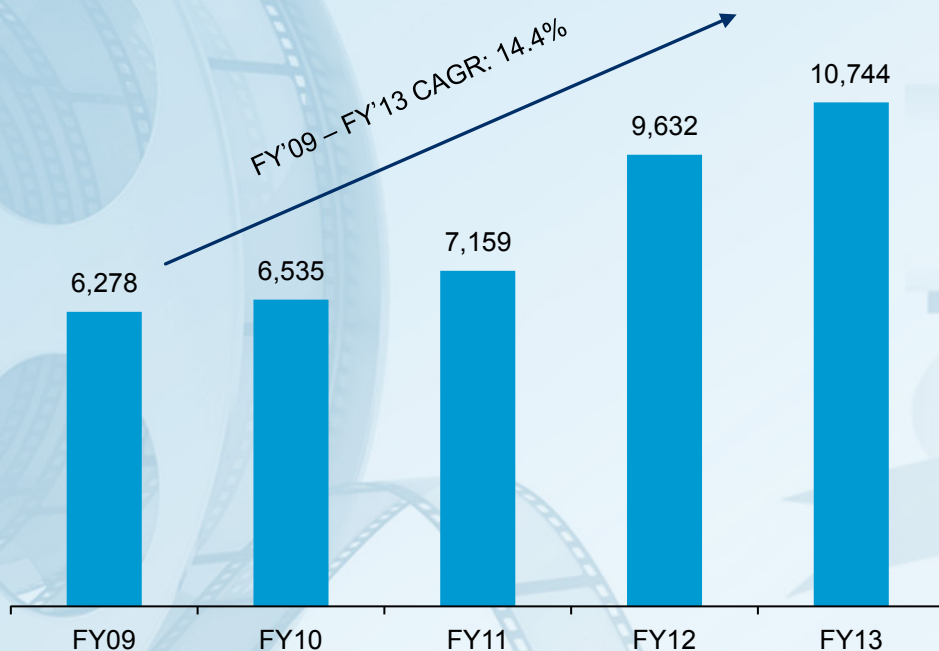


Conservative Balance Sheet

Strong Revenue Growth Accelerated by Film Mix

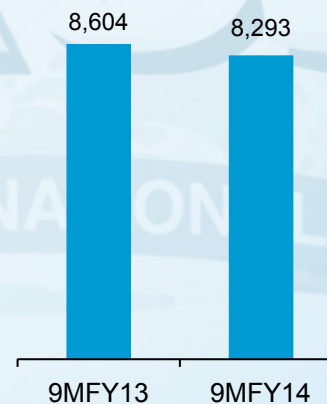
(Rs. in millions)

FY'09 – FY'13 CAGR: 14.4%



Major Films

- 6 in FY2013
- 5 in FY2014⁽²⁾



9 months ended

Major Films

2 3 3 5 6

Total Films⁽¹⁾

91 111 77 77 77

Note:

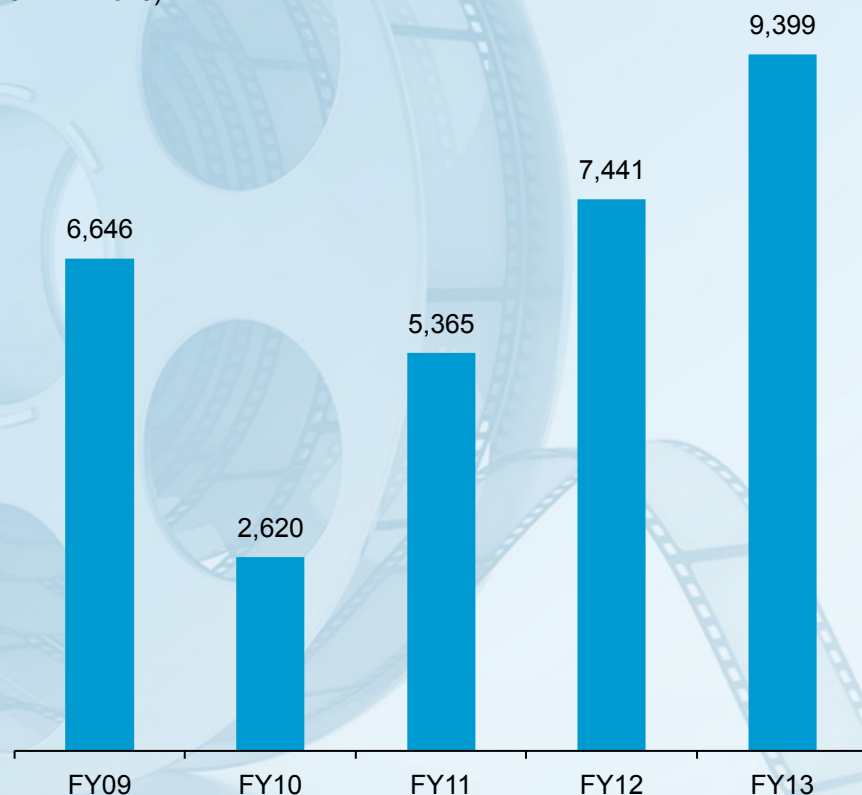
- (1) Total films includes regional films and films with overseas rights
 (2) Scheduled / anticipated for release

Investment in Film Content



Investment in Film Content

(Rs. in millions)



Key Cost Components

- Primary cost drivers
 - Content amortization costs
 - Print and advertising costs historically 12% – 15% of revenue
- Content spend of Rs. 9,000 million projected for FY2014

Amortization Policy

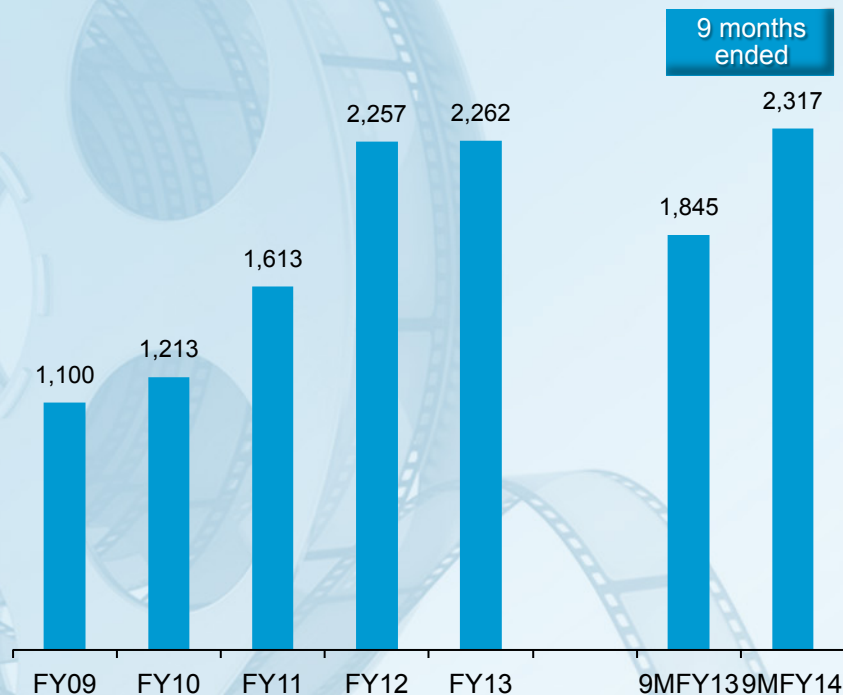
- Stepped amortization over a 10-year period for new content
 - Significant portion of content costs amortized in the first year; remainder amortized equally over 9 years
 - Majority of content costs amortized in the quarter of theatrical release and the subsequent quarter
 - Slate amortization impacted by film release timing (July – December skew due to Indian holidays)
- Content acquired post theatrical amortized equally over 10 years or remaining life

Solid Track Record of Profitability



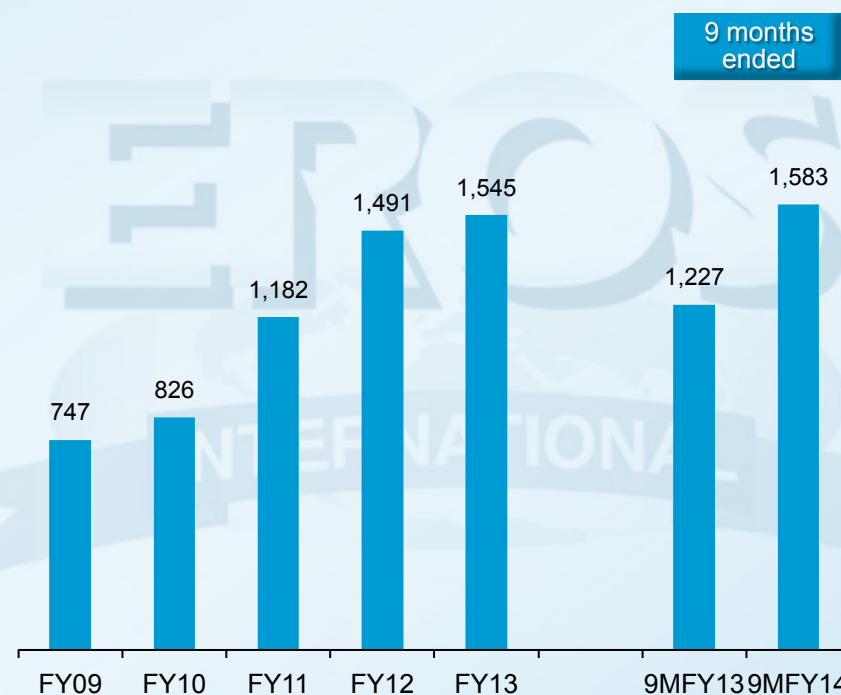
(Rs. in millions)

EBIT



(Rs. in millions)

PAT

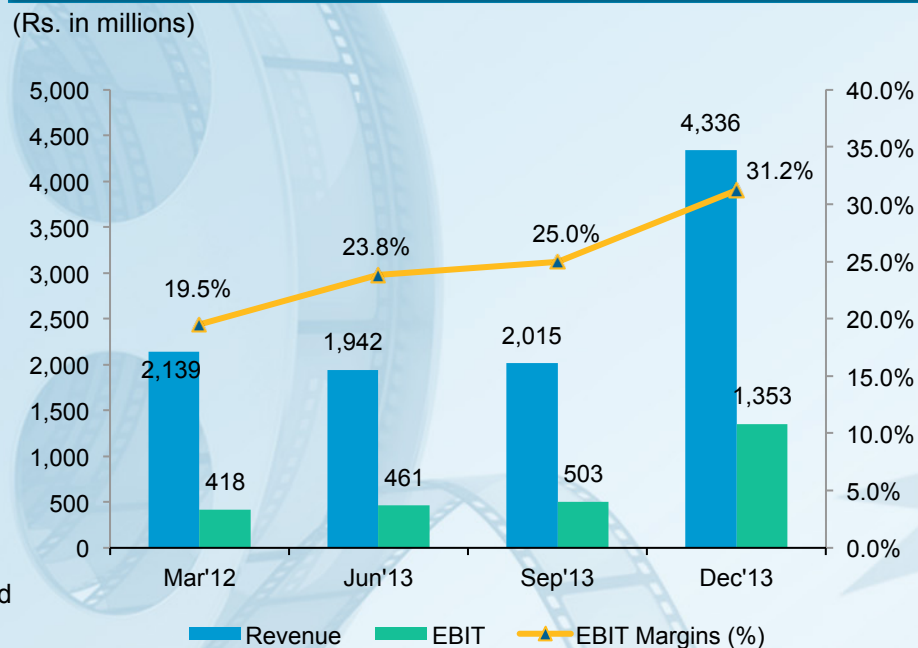


% Margin	17.5	18.6	22.5	23.4	21.1	21.4	27.9	11.9	12.6	16.5	15.5	14.4	14.3	19.1
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Quarterly Revenue & Profitability Driven by Strategically Timed Releases



Operating Performance



Upcoming Major Releases

Film	Genre	Anticipated Quarter of Release
Kochadaiyaan (Tamil, Telugu, Hindi)	Mythological	Q1 FY2015
Action Jackson	Action / Comedy	Q1 FY2015
Happy Ending	Romance / Comedy	H1 FY2015
Tanu Weds Manu Season 2	Romance / Comedy	FY2015
R. Balki Untitled	Drama	FY2015
Tevar	Action / Drama	FY2015
Vijay – Murgudoss (Untitled) (Tamil)	Action	FY2015

- Releases timed to maximize audience viewership, focusing major releases around festivals, school and national holidays
- Strong slate visibility facilitates launch planning around seasonal events

Conservative Balance Sheet



(Rs. in millions)

Actual 9/30/13

Cash

1,137

Debt

3,963

Net Debt

2,826

Equity

10,842

Net Debt/Equity Ratio

0.26

Net Debt/adjusted EBITDA Ratio

1.15

- Strong liquidity
- No significant long-term debt maturities until 2016



THANKS

