

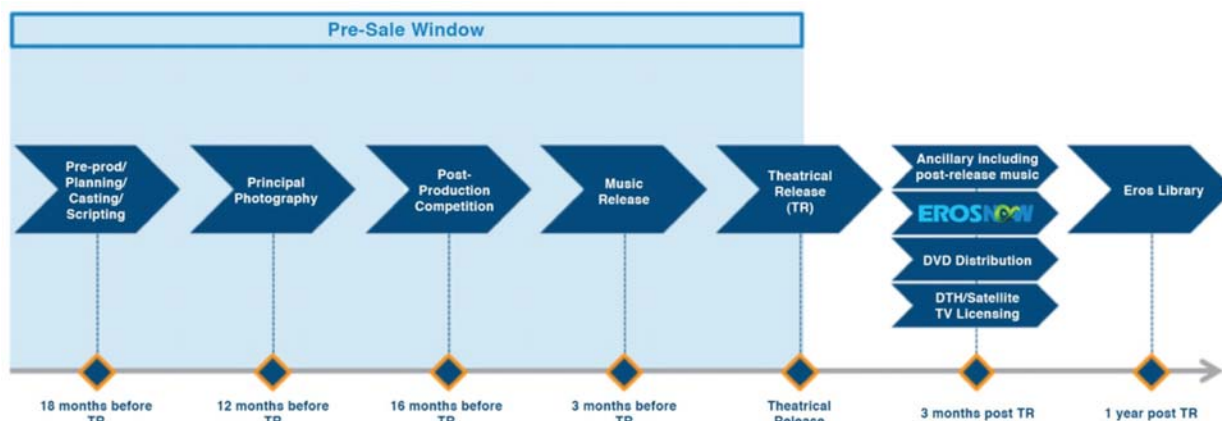
Distribution Network and Channels

We distribute film content primarily through the following distribution channels:

- **theatrical**, which includes multiplex chains and stand-alone theaters;
- **television syndication**, which includes satellite television broadcasting, cable television and terrestrial television; and
- **digital and ancillary**, which primarily includes IPTV, VOD, music, inflight entertainment, home video, internet channels and Eros Now.

We generally monetize each new film we release through an initial 12-month revenue cycle commencing after the film's theatrical release date. Thereafter, the film becomes part of our film library where we seek to continue to monetize the content through various platforms. The diagram below illustrates a typical distribution timeline through the first 12 months following theatrical release of one of our films.

Film release first cycle timeline



We currently acquire films both for global distribution, which includes the Indian domestic market as well as international markets and for international distribution only.

Certain information regarding our initial distribution rights to films initially released in the three fiscal years 2019, 2018 and 2017 is set forth below:

	Year ended March 31,		
	2019	2018	2017
Global (India and International)			
Hindi films	7	10	8
Regional films (excluding Tamil films)	49	3	12
Tamil films	3	1	3
International Only			
Hindi films	7	1	3
Regional films (excluding Tamil films)	—	—	—
Tamil films	—	—	12
India Only			
Hindi films	1	3	1
Regional films (excluding Tamil films)	5	6	5
Tamil films	—	0	1
Total	72	24	45

We distribute content in over 50 countries through our own offices located in key strategic locations across the globe. In response to Indian cinemas' continued growth in popularity across the world, especially in non-English speaking markets, including Germany, Poland, Russia, Southeast Asia and Arabic speaking countries, we offer dubbed and/or subtitled content in over 25 different languages. In addition to our internal distribution resources, our global distribution network includes relationships with distribution partners, sub-distributors, producers, directors and prominent figures within the Indian film industry and distribution arena.