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POOJA ENTERTAINMENT AND FILMS LTD.

[FORMERLY KNOWN AS DEAL (INDIA) LTD.]

Regd. Off. · Pooja House, 5th Floor, CTS No. 892-893, Juhu Tara Road, Opp. J. W. Marriott Hotel, Juhu, Mumbai - 400 049.
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CIN No : L99999MH1986PLC040559

Date: 28th July, 2016.

To,
The General Manager,
Department of Corporate Services,
Bombay Stock Exchange (BSE),
Phiroze Jeejeebhoy Towers,
Dalal Street, Fort, Mumbai 400001.

**Subject: Strategic Alliance with Eros International Media Ltd for
the theatrical release of *Dishoom* & *Banjo* in India.**

Script Code: 532011

Dear Sir,

The Company has signed a strategic alliance with Eros International Media Ltd for the theatrical release of **Dishoom** an action adventure film written and directed by Rohit Dhawan, starring John Abraham, Varun Dhawan, Jacqueline Fernandez, Saqib Saleem and Akshaye Khanna to be released on 29th July, 2016 and **Banjo**, musical action drama film, directed by Ravi Jadhav and produced by Krishika Lulla starring Riteish Deshmukh and Nargis Fakhri to be released on 23rd September, 2016.

Kindly note the same.

For Pooja Entertainment and Films Limited


**Ms. Poonam Pokiya
Company Secretary**

