

FOR IMMEDIATE RELEASE

TAPPP INTO THE BEST OF BOLLYWOOD

Prepaid Consumer Market Place Drives Greater Access To Bollywood Content

Singapore – **Tapp** (www.tapp.com), the prepaid consumer market place of Singapore-based Swissclear Global, is set to change the way Bollywood entertainment is consumed worldwide. Removing the need to commit to costly long-term subscription plans and credit cards, **Tapp** gives fans immediate access to more than 4,000 Hindi and Tamil movies, which can be viewed anywhere, anytime, on any device. This follows the addition of two of India's largest on-demand entertainment providers ErosNow (www.erosnow.com) and Spuul (www.spuul.com) on Swissclear Global's payment network.

Tapp caters to the burgeoning demand for Bollywood entertainment by making it accessible to a large segment of the world's population who either do not own credit cards, or are averse to making credit card transactions online. These prepaid cards are available across an extensive global network of over one million retail points, which include large chains, as well as small corner and convenience stores.

To enjoy the latest and hottest Bollywood blockbusters instantly, some well ahead of television and DVD premieres, all consumers need to do is purchase prepaid cards or electronic vouchers at retail, and redeem them online or on their mobile devices for immediate viewing. Prepaid cards start at just US\$0.50.

"Digital delivery of content is shaping a new entertainment ecosystem, where consumers are now in control. '*What I want to watch, When I want to watch, and Where I want to watch*' is now a reality, with the flexibility to stop, pause and resume watching on different devices. This way, consumers can choose to start a movie/TV show on their Smart TV at night, continue it on their tablet at the airport, and finish watching it in on their PC/Laptop at their next destination," said Sandy Argawal, Founder and Chief Executive Officer of Swissclear Global Pte Ltd.

"This whole concept of choice is taken even further by the worldwide phenomenon of prepaid and gift cards, as it not only frees them from costly contractual obligations, but also gives them the choice to spend only on what they want to consume. We are therefore very excited to be working with Eros and Spuul to offer consumers convenience and choice of on-demand entertainment."

Commenting on the launch, S.Mohan, Co-Founder of Spuul said, “We are confident that **Tapp** will have a broad appeal amongst the large number of consumers seeking an alternative to credit cards, in order to enjoy movies and TV shows on their PCs, smartphones and tablets. With a range of passes on offer, consumers may now get instant access to Spuul’s premium movies and shows, depending on their entertainment needs.”

Rishika Lulla Singh, Chief Executive Officer of ErosNow added, “ErosNow endeavors to provide a service that engages a new digital generation of South Asians globally and this exciting tie up with **Tapp** will enable us to deliver optimum customer experience to Bollywood fans around the world.”

Serving a global base of more than three billion customers across Southeast Asia, India, Middle East, Europe and North America, **Tapp**’s unique real-time payment technology platform facilitates direct relationships between merchants and agents, and provides retail analytics on each transaction. The company has been instrumental in supporting the global sales strategies of premium digital content providers and telecommunications operators, helping them to increase monetisation, improve conversion and attract customers.

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About Swissclear Global (SCG)

Headquartered in Singapore, *Swissclear Global*, through its prepaid consumer market place **Tapp** (www.tapp.com), enables the cash payment of premium content to meet the world’s escalating digital consumption needs. **Tapp** connects and entertains the world with fast, convenient and secure access to premium content of more than 1,000 games and on-demand entertainment products, including movies, music and TV, as well as airtime from over 200 mobile carriers in 50 countries.

About Spuul Pte Ltd

Spuul is an advertising-supported subscription service that legally provides free and paid online Indian content to anyone in the world. A provider of aggregated content in the OTT market, Spuul has formed strategic partnerships with top production houses and distributors including Yash Raj Films, Eros, Reliance, Balaji, as well as other independent film distributors with the aim of offering viewers the best in both library and current films in the industry.

Started in 2010 in Singapore, Spuul was founded by three seasoned industry and technology entrepreneurs including Sudesh Iyer (the Founder of Sony Entertainment TV in India), and S Mohan (the Founder of Accellion, buUuk and a number of other technology and venture companies).

About Eros International Plc

- Eros co-produces, acquires and distributes Indian language films, in multiple formats worldwide
- In 2006, Eros listed its shares on the AIM Market of the London Stock Exchange
- In October 2010, Eros International listed its Indian subsidiary Eros International Media on the BSE & NSE in India
- Eros operates in over 50 countries, with offices throughout India, the United Kingdom, USA, UAE, Singapore, Australia, Fiji and the Isle of Man

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