EXHIBIT 2
asensio.com

BY EMAIL ONLY

June 12, 2016

Michael J. Bowe
Partner
Kasowitz Benson Torres & Friedman LLP
1633 Broadway
New York, New York 10019

Re: asensio.com’s EROS information submission and request on EROS’s library
and accounts receivable accounting.

Dear Mr. Bowe:

On June 9th, 2016, EROS issued a press release requesting information on those
responsible for blatant attempts at market manipulation and requested that
information about those responsible for the dissemination of this disinformation be
submitted to you. For 20 years asensio.com has been a leader in developing an
open platform for issues related to Price Discovery in the U.S. public markets. Our
pioneering work combating “market manipulation” commenced in 1996 with
reporting on the first Internet fraud that had risen from a $5 a stock meat distributor
to a $125 a share by claiming have invented a new class of Internet switching gear.
See asensio.com for this and other notable events in asensio.com’s 20-year history.

EROS’s public “market manipulation” controversy was created the company’s
accounting policies not those reporting on it that include Bloomberg and the
company’s own analysts. It first appeared in the public last year in the
AlphaExposure’s publications and the public questioning of company’s executives
during its first Investor Day, which was held in 2015. It existed prior to
asensio.com issuing its initial report. asensio.com reported on its factual analysis
Eros’s “divided” audit and the accounting issues surrounding this audit such as
corporate governance and selective limited disclosures. asensio.com will not
communicate with an anonymous person, including AlphaExposure, on the EROS,
as a matter of policy. The Price Discovery issues raised by the EROS matters are
important to all of EROS’s stakeholders and the public at large.
This is both a response to EROS’s request for information and a request for comment from EROS’s independent directors and Audit Committee on the core issues in the existing public controversy in the market for its publicly-traded NYSE common stock.

As of March 31, 2015, EROS's audited financial statement shows a balance of $478.9 million for is Film and Content Rights (“Library”) and $236.3 million for Content (film production) Advances. As of December 31, 2015, EROS shows a balance of $771.6 million in these two accounts. EROS has acknowledged that the accounting policies it used to create these assets may not be comparable with its peers. These policies are not approved by Grant Thornton International Ltd.¹ or any other Grant Thornton member firm other than Grant Thornton India, LLP (“GTI”). EROS amortizes these assets over 10 years or the life of any license term. Thus, if EROS grossly overpays for film rights, or buys useless rights, or make makes expenditures on Content Advances that become impaired or even valueless², the cost of these expenditures may remain on EROS’s financial statements for 10 years. This was one of several reasons AlphaExposure has called EROS a “fraud” and its stock “worthless.” It has accused EROS of being an accounting scheme that allows insiders to take money raised in capital markets (including from U.S. investors) out of its U.S. public company. asensio.com identified this asset overstatement issue as the most material element in AlphaExposure’s report.

asensio.com has conducted interviews with industry participants in the Indian film rights market. These market participants value the above referred assets in a range from $40 million to $150 million. On top of this, asensio.com has developed its own independent understanding of EROS’s library. Leaving the issues of EROS’s lack of disclosure on library revenues and issues related to its “divided” audit structure aside, there appears to be a $620 million asset shortfall on EROS’s balance sheet. Such a shortfall would wipe out EROS’s entire lifetime earnings; this would exceed the sum total all of the earnings that EROS has ever reported in its entire history before any write offs to its accounts receivables.

The market does not have sufficient information to place an independent value on the $225.9 million in accounts receivable on EROS's balance sheet, as of year-end 2015. However, the information published by SpotLight Research shows, one such example, where EROS may have participated in a transaction that has caused

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¹ asensio.com has identified at least 8 auditors it and its subsidiaries have used since it was formed.

² One such incident appears to be central to the report issued by SpotLight Research.
problems with an accounts receivable and/or Content Advance accounting. SpotLight’s data was gathered from publicly available government sources. This data together with an understanding of industry practices appears (alone with the audit’s deficiencies and AlphaExposure’s analysis of theatrical revenues) put into question a material part of it accounts receivables.

GTI, EROS's “independent” auditor, is rejecting in-coming information. This raises issues of GTI's appearance of lacking independence. GTI's obligation is towards EROS's investors and the public. This denial by a U.S. public company's auditor is disconcerting. It appears to be a violation of AICPA's most fundamental code of conduct, which is the bedrock of PCAOB's laws.

asensio.com has further information on the above appearance of a $620 million asset overstatement and inexplicable accounts receivables balance that appears tied to a part of the public’s concerns over potential asset overstatement and its auditor’s independence. Given the Audit Committee’s Skadden controversy, and GTI’s appearance of lack of independence, asensio.com respectfully requests access to EROS’s non-Audit Committee independent directors.

EROS’s post-controversy public speech record includes comments about the revenues and margins on its online, “Over-The-Top or OTT,” entertainment content business. This record contains information about an imminent sale of a minority stake in this OTT business at specific valuation, which appears to have either been a premature Selective Disclosure to sell-side analyst and has not materialized as reported. The record contains no further disclosure.

asensio.com looks forward to speaking with EROS’s non-Audit Committee independent directors. asensio.com has no bias or conflict of interest against EROS or its public investors or its management’s duties.

asensio.com looks forward to speaking with you on these matters of importance to the public. Thank you in advance for your call.

Sincerely,

asensio.com