

06th September, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of 7-screen multiplex at Mohali Walk, Sector 62, Mohali, Punjab

Dear Sir/Madam,

We are pleased to inform you about the opening of 7-screen multiplex at Mohali Walk, Sector 62, Mohali, Punjab.

The Cinema offers a fully immersive cinematic experience with its 4D auditorium that incorporates on-screen visuals with synchronized motion seats and environmental effects such as water, wind, fog, scent, snow, and more, to enhance the action on screen. Further, the audis feature 4K laser projection, last-row plush recliners, advanced Dolby 7.1 audio, and Next-Gen 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1,753 screens across 358 properties in 112 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

Encl: A/a.



PVR INOX Launches Mohali's First 4D Cinema Experience with Cutting-Edge 4K Laser and 7-Screen Multiplex

~Strengthens its foothold in Punjab with the launch of its 17th multiplex~

National, Sept 06 2024: PVR INOX Limited, the largest and the most premium cinema exhibitor in India has announced the opening of its third cinema in Mohali today featuring the multi-sensory format 4DX. The new 7-screen multiplex at Mohali Walk, Sector 62, Mohali, Punjab would offer city residents yet another out-of-home entertainment destination to watch movies in the best of immersive environment.

With this opening, PVR INOX will strengthen its foothold in Punjab with 90 screens in 17 properties continuing its expansion in the Northern part of India with 466 screens in 101 properties.

Strategically located near the PCA Stadium Mohali, the new property has a total seating capacity of 1022 audiences and all its audis equipped with the next-generation 4K laser projection that delivers exceptional presentation quality with vivid colours, improved screen brightness, and clear on-screen images. The cinema will also offer a fully immersive cinematic experience with its 4D auditorium that incorporates on-screen visuals with synchronized motion seats and environmental effects such as water, wind, fog, scent, snow, and more, to enhance the action on screen. Furthermore, the audis feature last-row plush recliners, advanced Dolby 7.1 audio, and Next-Gen 3D technology.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, "*Punjab holds a lot of promise for our growth plans in the North and we are thrilled to announce the launch of our third property in Mohali which will provide a fully immersive movie-going experience to audiences. The evolving demand from audiences keeps us assertive for bringing innovations and global standard of cinematic experience to every part of the country. We are confident that our patrons will appreciate our new cinema for a holistic movie-going experience.*"

With the visually dazzling interior, the cinema is styled with gold and black metal with a feature ceiling in gold, enhanced by vertical linear wall paneling. The foyer displays a modern design theme with opulent satvario tile cladding on walls, having gold metal inlays and grey flooring. The use of text and screens in the foyer along with the framed and custom wall lights and plasmas, celebrating legendary actors and actresses enhances the ambience of the cinema. Additionally, the cinema will offer an extensive range of gourmet delicacies with the ease of ordering with digital kiosks to cater to varied customer preferences.

Expressing his views on the launch announcement, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited** said, "*It is extremely gratifying to introduce yet another advanced cinema concept for our patrons in Mohali, Punjab. While we look forward to extending our footprint across the country, we will continue to focus on smaller towns and cities to bring them to par with the highest global standards of out-of-home entertainment. We are confident that our latest venture will become a prime destination for all movie lovers in Mohali and Chandigarh while giving a boost to the local Punjabi film industry.*"



With this opening, PVR INOX has strengthened its growth momentum and has opened 245 screens across 41 properties in 27 cities since the merger.

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1,753 screens across 358 properties in 112 cities (India and Sri Lanka)**.

Since their inception, both PVR and INOX have created iconic cinema brands with storied histories of achieving significant milestones and setting benchmarks in the film exhibition industry. With a collective heritage of transforming out-of-home entertainment in the country, the merged company offers a wide range of cinema services such as child-friendly audis, the latest screening technology, superior sound systems, a wide range of F&B offerings, film and non-film content, and array of formats in the premium screen category.

For further information, please visit: <http://www.pvrcinemas.com>

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