

30th May, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

**Sub: Opening of 6-screen multiplex at Urban Square Mall in Udaipur,
Rajasthan.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 6-screen luxury cinema at Urban Square Mall in Udaipur.

The Cinema is powered with cutting-edge cinematic technologies including 2K projectors, Next gen 3D screens for crystal clear and vibrant picture quality, and advanced Dolby ATMOS sound for high-definition immersive audio. .

With this launch, PVR INOX now operates the largest multiplex network with 1754 screens across 361 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 UNVEILS THE FIRST INSIGNIA CINEMA FORMAT IN UDAIPUR WITH THE OPENING OF THE BIGGEST MULTIPLEX IN THE CITY

~Opens a new 6-screen property in Rajasthan with the seating capacity of 1009 people~

National, 30th May'2024: PVR INOX Limited, the largest and the most premium cinema exhibitor in India today announced the opening of its luxury cinema at Urban Square Mall in Udaipur, Rajasthan. At six screens, this is the largest multiplex in the city with a seating capacity of 1009 seats.

The newly opened 6-screen property features the first INSIGNIA cinema format in the city, making it the first luxury cinema destination in Udaipur.

This cinema launch will augment PVR INOX Limited's foothold in Udaipur with **14 screens in 3 cinemas** and the state of Rajasthan with **82 screens in 21 cinemas**. The company consolidates its presence in **West India** to a total of **373 screens in 80 properties**.

Strategically located at Udaipur's prime shopping destination, this new multiplex redefines cinematic luxury and comfort through its last row plush recliners with spacious legroom and on-seat dining options in all its 5 premiere auditoriums. Additionally, the INSIGNIA auditorium has all the luxurious recliners for the utmost comfort.

The multiplex is powered with cutting-edge cinematic technologies including 2K projectors, Next gen 3D screens for crystal clear and vibrant picture quality, and advanced Dolby ATMOS sound for high-definition immersive audio.

Speaking on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, *"We are extremely pleased to expand our presence in Rajasthan with the opening of the biggest multiplex in the royal city, Udaipur. The new cinema destination houses the first INSIGNIA auditorium for the steady supply of content and passionate consumer demand for luxury cinema formats. Our focus will be to continue expanding our screen presence across the country to provide the highest global standards of out-of-home entertainment experiences to our patrons.*

The cinema interiors mirror the stunning heritage and visual opulence of Udaipur. Brilliant colors, elegant ambiance, and sophisticated luxury are subtly entwined to seamlessly blend with the city's rich culture. All the six auditoriums audis are designed in different color tones with an 'X' pattern in fabric paneling design on the side walls. The multiplex has a luxurious lounge and a live kitchen offering gourmet menu options to movie and food enthusiasts.

"Rajasthan holds a special place in the hearts of cinema lovers and we are delighted to announce the launch of our biggest cinema in Udaipur, the royal city with remarkable cultural heritage. We are also introducing our hugely successful INSIGNIA format to this part of the city with a view to make the cinema viewing more experiential. We are certain that the cinema would be a great destination for movie goers." **said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with **1754 screens across 361 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, wide range of F&B offerings, film and non-film content, and an array of formats in the premium screen category.

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

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