

28th June, 2019

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Preston Mall, Hyderabad"

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at Preston Mall, Hyderabad. This multiplex is equipped with BARCO 4K projection system, Harkness Silver Screen, next-generation 3D-enabled screens and Dolby Atmos surround sound system in all auditoriums.

With this launch, PVR now operates the largest multiplex network with of **785 screens at 167 properties in 67 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**

 

Pankaj Dhawan
Company Secretary cum Compliance Officer



PVR strengthens its presence in the state of Telangana, opens 9th property in Hyderabad

~ PVR Cinemas consolidates its position in Southern India with 272 screens~

Hyderabad, 28 June'19: PVR Cinemas, the largest and the most premium film exhibition company in India, announced the launch of its **4-screen property** in Preston Mall, Hyderabad today. Integrated with best-in-class theatrical solutions, the property is conveniently located for easy commutation from across the city. Assuring a holistic experience supported by enhanced cinematic exposures, the new property augments PVR's presence in **Telangana and Southern India to 62 screens across 11 properties and 272 screens in 44 properties respectively.**

Located in the heart of the Hi-tech city; the new PVR Cinemas spreads across an area of **36,298 sq feet**, and can accommodate a total of **946 audiences**. Designed on contemporary lines, the property is equipped with advanced technological features like **BARCO 4K projection system, Harkness Silver Screen, Dolby Atmos surround sound system, and Next-Gen 3D technology** to deliver exceptional digital movie- watching experience for the patrons.

Speaking on the occasion, **Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd.** said, "Expanding in the South holds a lot of significance for us and we are happy to get a step closer to it. Our progression is in line with our business plans and we are diligently working towards increasing access to modern theatres in addition to enabling an enhanced cinema viewing experience for our audience."

"The new 4-screen property is designed to offer an enigmatic experience to our viewers with advanced technological features and best in segment hospitality services. With this opening, we now stand at a total of 9 properties in Hyderabad alone. We aim to continue our endeavour to enhance consumer experience through innovation and set new benchmarks in the Indian multiplex industry." said **Mr. Gautam Dutta, CEO, PVR Ltd.**

Styled in modern art deco designs, the cinema provides a warm and welcoming ambience. Furthermore, the Quick tix facility, and a delectable Gourmet menu curated by Michelin-star French chef Mickael Besse add to the property's unique offerings.

With this opening, PVR stands at a total screen count of **785 screens at 167 properties in 67 cities.**

About PVR Limited

PVR is the largest and the most premium film exhibition company in India. Since its inception in 1997, the brand has redefined the way entertainment is perceived in the country. PVR currently operates a cinema circuit comprising of **785 screens at 167 properties in 67 cities** (21 states &UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 785; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut,



33 screens of Gold Class, 08 of IMAX, 15 of 4DX, 07 of P[XL], 09 of Playhouse and 01 of PVR Onyx across the country.

For further information, please visit: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Share your feedback at feedback@pvrcinemas.com

For media queries, please contact:

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