

October 27, 2023

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Company Code: PVRINOX/532689

**Sub: Opening of new 5-screen multiplex at Elan Mercado, Sector 80, NH-8,
Gurugram, Haryana.**

Dear Sir/Madam,

We are pleased to inform you about the opening of new 5-screen multiplex at Elan Mercado, Sector 80, NH-8, Gurugram, Haryana.

This new cinema is equipped with the best-in-class cinema technologies, including 2K projectors for razor-sharp visuals, great sound experience with Dolby 7.1 immersive audio and vibrant Next-Gen 3D screens for visibly deeper 3D content.

With this launch, PVR INOX now operates the largest multiplex network with 1,707 screens across 359 properties in 115 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer



PVR INOX STRENGTHENS ITS Foothold IN GURUGRAM WITH THE OPENING OF NEW 5-SCREEN MULTIPLEX IN THE CITY

~Expands in North with the launch of new property in the state of Haryana~

National, October 27, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the opening of a new 5-screen multiplex at Elan Mercado, Sector 80, NH-8, Gurugram, Haryana today. Integrated with best-in-class theatrical solutions for an enhanced cinematic experience, the new cinema will mark the launch of company's 13th property in the city of Gurugram.

With this opening, PVR INOX will strengthen its foothold in Haryana with 88 screens in 22 properties continuing its expansion in the Northern part of India with 463 screens in 103 properties.

The new cinema is strategically located at Delhi Jaipur highway with easy accessibility to Delhi, Jaipur & main Gurugram. The multiplex has a seating capacity of 749 guests with last row recliners in all auditoriums providing utmost comfort. Additionally, the new cinema is equipped with the best-in-class cinema technologies, including 2K projectors for razor-sharp visuals, great sound experience with Dolby 7.1 immersive audio and vibrant Next-Gen 3D screens for visibly deeper 3D content.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited said, *"We are thrilled to open our new 5-screen property in Gurugram, one of the major satellite cities of Delhi and part of NCR. Gurugram is witnessing strong surge in real estate due to emergence of new regions leading to its expansion. North has always constituted a vital part of our expansion plans and strengthening our foothold in Haryana with the launch of the 22nd property has been driven by rapid urbanization, upscale lifestyle and advanced infrastructure. At PVR INOX, we are dedicated to creating memorable out-of-home entertainment experiences that will captivate our audience and we take pride in introducing yet another neighbourhood cinema for the residents in Gurugram".*

Styled in contemporary design language with a modern and stylish theme creating, a striking entrance lobby captivates attention marking the transition from the outside world to the cinema realm. The Concessionaire unfolds a fun environment with a layered ceiling creating a dramatic feel. The seating spaces, walls arts and dynamic screens gives the foyer a vibe of entertainment zone. All the auditoriums follow a different colour theme with V light fixtures on the sidewalls accentuating a vibrant atmosphere.

"We are happy to open our new property in Sector 80, referred as the New Gurugram which is inviting positive sentiments among customers due to its connectivity and planned social infrastructure development. Gurugram is seeing a growth trajectory being the leading hub of IT, financial and banking sector and our new cinema will be able to attract audiences from everywhere being approachable from various highways. Cinema is the most loved form of leisure for Indians and this new property would provide access to immersive movie viewing experience to residents and corporates alike", said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1707 screens across 359 properties in 115 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 an array of formats in the premium screen category.

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

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