

14th August, 2023

National Stock Exchange of India Limited

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BSE Limited

Corporate Relationship Department
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Fax: 022-22723121/1278

Company Code: PVRINOX/ 532689

Sub: Press Release

Dear Sir / Madam,

Please find attached the Press Release titled 'PVR INOX witness highest ever daily & weekend admissions and box office'.

This is for your information and records.

Thanking You.

Yours faithfully,

For PVR INOX Limited

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

Encl: A/a



PVR INOX WITNESS HIGHEST EVER DAILY & WEEKEND ADMISSIONS AND BOX OFFICE

National, August 14, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has achieved the feat of highest ever admissions and box office in a single day across our circuit on 13th August, 2023. We entertained ~12.8 lac guests and earned Gross box office revenue of ~39.5 crores.

The weekend of 11-13th Aug'23 was also the biggest weekend ever in Company's history. We welcomed ~33.6 lac guests at our cinemas and earned Gross box office revenue of ~100+ crores during the weekend.

These feats were achieved on the back of solid box office performances from the stellar content released last week including 'Gadar 2' (Hindi), 'Jailer' (Tamil) & 'OMG2' (Hindi) and continued success of content released in earlier weeks including 'Rocky aur Rani ki Prem Kahani' (Hindi) and 'Oppenheimer' (English) which continued their steady performance. This record setting result validates that consumer enthusiasm for experiencing films in an immersive, larger than life, cinematic environment is as strong as ever.

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1708 screens across 361 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, 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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