

15th October, 2018

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor,
Plot No. C/1, G Block,
Bandra Kurla Complex,
Bandra (East), Mumbai - 400 051
Fax: 022-26598237/38

BSE Limited

Corporate Relationship Department
1st Floor, New Trading Ring,
PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVR / 532689

Sub: Opening of Multiplex at “KC, Jammu”

Dear Sir,

We are pleased to inform you the opening of 2 screens multiplex at KC, Jammu. This multiplex is equipped with 2K BARCO projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

With this launch, PVR now operates the largest multiplex network with **727 screens at 156 properties in 61 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 Cinemas commence operations in the state of Jammu and Kashmir

“Launches its first multiplex at KC, Jammu”

Jammu, 14th October 2018 — PVR Cinemas, the largest and the most premium film exhibition company in India, announced the opening of its first multiplex in the state of Jammu & Kashmir today. The 2-screen cinema at **KC, Jammu** is well-equipped to become the cinema anchor in the city of Jammu and deliver the most exciting cinematic experience to the movie-goers. With this launch, PVR boasts a total screen count of **209 screens across 50 properties** in Northern India.

The brand new cinema is strategically located in one of the most prominent residential areas of the city with a seating capacity of **505 audiences** its two auditoriums. Equipped with 2K BARCO projections along with Dolby ATMOS surround sound and next-generation 3D system, the new property will offer guests an enhanced movie-going experience with its excellent visuals and audio quality.

Speaking on the occasion, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, “Our goal is to bring in first-to-market concepts and enhanced entertainment offerings across demographics. We are extremely pleased to introduce the PVR standards to the state of J&K with the launch of our first multiplex in Jammu. With this announcement, we continue to grow our presence in the country and of course inch closer to our vision of 1000 screens by 2020”

Mr. Gautam Dutta, CEO, PVR cinemas said, “KC Jammu is at an excellent location and we see a lot of potential here. Endeavoring to deliver the best customer experience, we are confident of having a successful venture providing the audiences an exceptional cinematic experience.”

The new property is backed with luxury interiors, recliner seats in the last row and an expansive gourmet menu to enrich the movie experience. Additionally, the cinema offers the quick-tix facilities providing an instant ticketing solution to the patrons avoiding any long queues. The customers can also attain the PVR privilege membership facility at the cinema.

With this opening, PVR stands at a total screen count of **727 screens at 156 properties in 61 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 consumed in the country. PVR currently operates a cinema circuit comprising of 727 screens at 156 properties in 61 cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 727; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director’s Cut, 31 screens of Gold Class, 08 of IMAX, 09 of 4DX, 05 of PXL and 04 of Playhouse 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:

Astha Jain | Avian media | M: +91 8130772863 | E: asthajain@avian-media.com

Lakshita Arora | Avian Media | M: +91 8860014204 | E: lakshitaarora@avia-media.com

