

27<sup>th</sup> February 2024

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**Company Code: PVRINOX/ 532689**

**Sub: Re-Opening of screen at Iconic Sangam Cinema, Mumbai**

Dear Sir/Madam,

We are pleased to inform you about the re-opening of screen at iconic sangam cinema, Mumbai.

This cinema is equipped with the best-in-class theatrical solutions including 2K projection, advanced Dolby 7.1 audio and Next-Gen 3D technology for an immersive experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,717 screens across 362 properties in 113 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**



## **PVR INOX TRANSFORMS AND RE-OPENS ICONIC SANGAM CINEMA IN MUMBAI**

*~Relaunches the 4-screen multiplex in a modern and world class entertainment avenue~*

**National, February 27, 2024:** PVR INOX, the largest and the most premium cinema exhibitor in India has announced the reopening of the iconic Sangam cinema at Andheri East in Mumbai today. The newly renovated Sangam now a state-of-the-art 4-screen multiplex serves as a clear testament to PVR INOX commitment to reshape cinemas into preferred out-of-home entertainment destinations in the country. The new multiplex augments PVR INOX presence in Mumbai with 25 properties and 123 screens.

With this launch, PVR INOX consolidates its foothold in Maharashtra with **257 screens in 54 properties** and **350 screens across 79 properties** in West.

Strategically located at Chakala, JB Nagar neighborhood of Andheri East, the new multiplex has a seating capacity of 1121 guests with last row celebrity recliners. The cinema is equipped with the best-in-class theatrical solutions including 2K projection, advanced Dolby 7.1 audio and Next-Gen 3D technology for an immersive experience.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited** said, *“We take immense pride in extending our presence in Mumbai through the reopening of Sangam Cinema, a cherished neighborhood cinema with a rich history. We are delighted to contribute to the metamorphosis of this iconic theater into a contemporary, immersive cinematic experience, aligning with the expectations of today’s discerning audience. We are committed to ensure our brand is both aspirational and accessible to a wider audience and we look forward to providing an enriched cinematic journey for patrons at the revamped Sangam Cinema.*

The visually stunning foyer of the multiplex is designed aesthetically with multiple framed custom artworks celebrating legendary actors and actresses with chandeliers adding to the opulence and grandeur. All auditoriums follow a different colour theme ranging from red, golden, purple and teal matching with seating and carpet. There are extensive F&B facilities at the concession and kiosk displaying a wide variety of menu options.

*“Situated in the thriving neighborhood of Andheri East, Sangam holds a prime location that has appealed to cinema-goers within the well-developed residential and commercial surroundings over the years. Now, under the PVR INOX brand, Sangam aspires to redefine the cinema landscape setting the stage by offering a world-class movie-viewing experience to cinema lovers. With a fusion of unparalleled hospitality and state-of-the-art theatrical technology, the renewed Sangam marks a significant milestone in the evolution of this beloved cinema destination”,* 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 **1717 screens across 362 properties in 113 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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