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National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 6 Screen multiplex - PVR Maison in Jio World Drive, Bandra Kurla Complex at Mumbai

Dear Sir,

We are pleased to inform you the opening of 6 new screen multiplex PVR Maison in Jio World Drive, Bandra Kurla Complex at Mumbai.

PVR Maison has an exclusive colour theme in 3 auditoriums and strengthens brand's portfolio of premium formats with 2 new LUXE screens and 1 viewing room for bespoke private screenings. Equipped with the most advanced 4K RGB Laser Projection System with Atmos Surround Sound System and State of the art high resolution screens.

With this launch, PVR now operates the largest multiplex network with of **855 screens at 178 properties in 72 cities (India and Sri Lanka).**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

PVR LIMITED

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PVR announces reopening in Maharashtra with the launch of PVR Maison

- A 6 screen uber luxury multiplex cinema redefining the world of movies

Mumbai, October 20, 2021: PVR Ltd, the largest and the most premium film exhibition company in India through its luxury arm, The Luxury Collection, today announced the launch of a unique luxury boutique property, PVR Maison at Jio World Drive, Bandra Kurla Complex, Mumbai, a prominent commercial hub in India. The 6-screen multiplex would be opened in strict compliance to the SOPs issued by the Maharashtra Government with PVR's 100% vaccinated staff and aligned with its 100% safe cinema standards under the PVR Care program.

Maharashtra holds the key for the revival of the multiplex industry. Opening of Maharashtra is hugely important for PVR's business as its screen presence in the state is the highest in its circuit and serves as a focal center for the entertainment industry. PVR had already reopened its cinemas on 30th July 2021 post the second wave in the permitted states and UT's with restrictions in seating capacity and operating hours. The brand is ready to welcome its patrons in Maharashtra with fresh content and a clear horizon of a vibrant content pipeline by the recent announcements by producers and studios will surely help to stabilize PVR's film exhibition business.

Inspired by the popular French Grand Maison, the new property with majestic entrance foyers, luxurious lounges, libraries with art and curiosities, grand living rooms, sophisticated open kitchens with premium food concepts and private screening options provide an engaging and elegant experience. An artistic masterpiece, PVR Maison has an exclusive colour theme in 3 auditoriums and strengthens brand's portfolio of premium formats with **2 new LUXE screens and 1 viewing room for bespoke private screenings.**

Spread across 6 screens, with a seating capacity of 882 audiences, each auditorium offers a unique and differentiated experience and sheer love for good cinema. Equipped with the most advanced 4K RGB Laser Projection System with Atmos Surround Sound System and State of the art high resolution screens, the cinemas truly represent the best in class handcrafted offering, yet to be experienced across the world.

With the opening of the property, the total screen count of PVR Cinemas stands at **157 screens** across **38 properties** in the state of Maharashtra.

On the launch announcement, Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd, said, *"Innovation and improvisation is in the DNA of our business which has echoed through our every offering. It is a proud moment for us to finally introduce our unique concept to the audience after the unprecedented times we battled through. PVR Maison is inspired by the French archetype and was born out of the quest to explore deeper and newer facets of luxury. It had a global creative team working on its each aspect intricately to bring the best for our India patrons.*

He further added *“The effects of the pandemic will linger but we are hopeful that 2021 will bring back the theatre-going audience and with the change in the scenario, we can assure PVR Maison will be a delightful experience for the patrons. We are happy to welcome back our patrons in the key market of Mumbai, being the hub of the Hindi film industry and the state of Maharashtra”.*

With this opening, PVR strengthens its growth momentum in FY 2021-2022 with 855 screens at 178 properties in 72 cities (India and Sri Lanka).

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 855 screens at 178 properties in 72 cities (India and Sri Lanka), serving over 100 million patrons annually. PVR offers an array of formats in the premium screen category, which stands at 8 screens of Director’s Cut, 39 screens of LUXE, 04 screens of Sapphire, 09 screens of IMAX, 18 screens of 4DX, 09 screens of P[XL], 13 screens of Playhouse and 01 screen 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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