



November 24, 2022

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**Company Code: PVR / 532689**

**Sub: Opening of 12 - Screen multiplex in city of Kerala at Lulu Mall, Thiruvananthapuram**

Dear Sir/Madam,

We are pleased to inform you about the opening of 12 screen superplex in city of Kerala at Lulu Mall, Thiruvananthapuram.

The cinema is equipped with advanced Dolby 7.1 immersive audio and Next-Gen 3D technology to provide an unparalleled captivating and immersive experience and plush recliner seats for enhanced comfort and 2K RGB+ Laser projectors that deliver ultra-high resolution.

With this launch, PVR now operates the largest multiplex network with 876 screens at 176 properties in 76 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 CINEMAS TO OPEN KERALA'S BIGGEST 12 SCREEN SUPERPLEX WITH THE FIRST IMAX AT LULU MALL, THIRUVANANTHAPURAM ON 5<sup>th</sup> DECEMBER'22**

- *Premium formats - IMAX, 4DX and LUXE to be part of the 12 screen multiplex at Lulu Mall*
- *Opening announcement in the presence of Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd and Mr. Yusuff Ali MA, Chairman and Managing Director of LuLu Group International*

**Thiruvananthapuram, 24<sup>th</sup> Nov'2022:** PVR Cinemas, the largest and the most premium cinema exhibition company in India today announced the opening of its **first 12-screen superplex** in the city of Kerala at **Lulu Mall, Thiruvananthapuram** in the presence of Mr. Ajay Bijli, Chairman and Managing Director, PVR Limited, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Limited and Mr. Yusuff Ali MA, Chairman and Managing Director of LuLu Group International along with senior officials of PVR Limited. The cinema will commence operations from 5<sup>th</sup> December'22.

Strengthening its foothold across markets, the new property is served in a luxuriously palatial setting with the highest standard of entertainment making it the city's most advanced cinema. The 12-screen property is an innovative excellence; hosting international formats like IMAX and 4DX, 2 of PVR's luxury formats, LUXE intended for an audience segment that desires a great and exclusive experience. The other 8 screens provide utmost comfort with last row recliners.

With this launch, PVR Cinemas has augmented its presence in the city of **Thiruvananthapuram** with **14 screens** across **2 properties** and consolidated its foothold in **Kerala with 27 screens in 4 properties and 311 screens across 50 properties in South.**

Strategically located close to the Trivandrum International Airport, the property has a seating capacity of 1739 audiences and is the first superplex in state of Kerala equipped with plush recliner seats for enhanced comfort and 2K RGB+ Laser projectors that deliver ultra-high resolution, sharp and bright images. In addition, the audis are equipped with advanced Dolby 7.1 immersive audio and Next-Gen 3D technology. Each element in the multi-format auditoriums is designed to create a powerful impact to make the movie-going experience truly extra-large. This will be PVR's fourth superplex format in the country after its success in New Delhi, Bengaluru and Noida.

Commenting on the announcement, **Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd, said,** *"We are delighted to partner with The LuLu Group once again in Kerala as we look forward to presenting a superlative movie going experience to our patrons. We are thrilled to announce the opening of our first superplex cinema in Kerala and it is the evolving demand from audiences that keeps us assertive for bringing innovative global standards of cinematic experience to every part of the country. With a strong upcoming film line up and a huge pent-up demand from movie connoisseurs, we are confident that movie buffs will enjoy our home-grown format and recognize our efforts."*

**Mr. Yusuff Ali MA, Chairman and Managing Director, LuLu Group International said,** *"We are really excited to welcome PVR and especially the first Superplex in Kerala to our flagship Lulu Mall in Thiruvananthapuram. We have always believed in setting new benchmarks, and this new PVR Superplex with IMAX will further strengthen our position as the top leisure destination for the residents and tourists in the capital city. The movie lovers of Thiruvananthapuram have been waiting eagerly for the launch of PVR and I am sure it will be a Super Hit from day one."*



The multiplex is designed in a contemporary style reverberating luxury, glamour and exuberance. Adding to the aesthetics, the primary concessionaire located centrally in the foyer has a floating island effect. A well-balanced delectable and palate pleasing menu at LUXE has been curated by celebrity chef Sarah Todd providing an exclusive gastronomic extravaganza to patrons. The auditoriums have the characteristic 'V' pattern on the side walls. Additionally there are exclusive individual lounges with seating and concession for IMAX and LUXE. Curated artworks of eminent Actors and Actresses adds accents & color all around.

Speaking on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Limited, said,** *“Kerala holds a lot of promise for our growth plans, and we are thrilled to bring the first superplex in Thiruvananthapuram which is in line with our expansion strategy in the South. The property with its splendid aesthetics stands tall as one of the most advanced PVR Cinemas in South India and we are excited for our customers to witness the captivating and immersive experience that we are bringing to them for a holistic moviegoing experience.”*

With this opening, PVR strengthens its growth momentum in FY 2022-23 with **876 screens at 176 properties in 76 cities (India and Sri Lanka).**

#### **About PVR Limited**

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best cinema experience to different audiences. It currently operates **876 screens across 176 properties in 76 cities (India and Sri Lanka)** and serves over 100 million patrons annually. Since its inception in 1997, the brand has redefined the way out-of-home entertainment is consumed in the country. The 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, diverse content for regional movie goers, an array of formats in the premium screen category such as Director’s Cut, LUXE, Sapphire, IMAX, 4DX, P[XL], Playhouse and PVR Onyx.

**For further information, please visit:** <http://www.pvrcinemas.com/corporate/about-us.aspx>

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