

10<sup>th</sup> April, 2024

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**Company Code: PVRINOX/ 532689**

**Sub: Opening of 9 screen Multiplex at Forum Mall, Kochi, Kerala.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 9 screen multiplex in the city of Kochi, Kerala located at Forum Mall.

The cinema is equipped with state of the art 4K Laser Projectors, Dolby Atmos sound and Real D 3D technology.

With this launch, PVR INOX now operates the largest multiplex network with 1,727 screens across 360 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**

Encl: A/a.



## **PVR INOX EXPANDS ITS FOOTPRINT IN KERALA WITH THE LAUNCH OF KOCHI'S BIGGEST SCREEN FEATURING P[XL]**

*~Opens 9-screen multiplex with 2 LUXE, 1 P[XL] and 6 premiere auditoriums~*

**National, April 10, 2024:** PVR INOX, the largest and the most premium cinema exhibitor in India has today announced the opening of its new **9-screen multiplex in the city of Kochi, Kerala**. Located at Forum Mall, the new property sets a new benchmark of entertainment in the city featuring the first P[XL] screen format in Kerala and the largest screen in Kochi City. Additionally, the cinema also features 2 LUXE audis for a luxurious cinematic experience.

With this launch, PVR INOX has augmented its presence in the city of **Kochi** with **22 screens** across **3 properties** and consolidated its foothold in **Kerala with 42 screens in 6 properties and 558 screens across 99 properties in South**.

Strategically located at the second biggest mall of Kochi at Kundanoor, Maradu the cinema can accommodate 1489 guests and introduces PVR's premium large screen cinema format, P[XL] for an enigmatic experience. The P[XL] auditorium is equipped with state of the art 4K laser projection systems, Dolby Atmos sound to make the movie going experience truly extra-large. The cinema features laser projection, Dolby Atmos and Real D 3D technology. The LUXE format is intended for an audience that desires a great and exclusive experience, with a live kitchen serving a wide variety of freshly prepared food & beverage for total indulgence apart from service on seat and other amenities for their comfort. The 6-premium auditoriums have last-row recliners for utmost comfort.

Commenting on the announcement, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, "We are delighted to launch the first P[XL] screen 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 third multiplex in Kochi and the 6<sup>th</sup> in Kerala which is the result of the evolving demand from audiences that keeps us assertive for bringing innovative global standards of cinematic experience to every part of the country."**

The multiplex is designed in a contemporary style reverberating luxury, glamour and exuberance. Curated artworks of eminent actors and actresses with a "V" theme raises the foyer to a cinematic gallery. Foyer double height area is complimented by ceiling hung artworks and chandelier elements over curvilinear concessionaire. Seating space with Gold metal and teal leather add elegance to the foyer area along with a Luxe Lounge that add to the opulence of the space. Furthermore, the cinema offers the most extensive cafe-style food options in Kerala, introducing Kochi's first authentic Italian Neapolitan pizza. This culinary delight, rooted in the vibrant streets of Naples, Italy, is recognized globally as an art form in the world of gastronomy.

*"South India holds a lot of promise for our growth plans given the significantly high movie consumption in this region and relative under penetration of multiplexes, as compared to the other parts of the country. With passionate audiences and increased appetite for movie viewing, we are focused on accelerating growth in underpenetrated South India market. We are are thrilled to introduce Kochi's first large screen format with laser projection ", said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Ltd.*

# PVR INOX

## **About PVR INOX**

PVR INOX Limited is the largest film exhibition company in India with **1727 screens across 360 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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