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**Company Code: PVRINOX/ 532689**

**Sub: Opening of 7 screen Multiplex at KOPA Mall, Pune, Maharashtra.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 7 screen multiplex KOPA Mall, Koregaon Park, Pune, Maharashtra.

The cinema is equipped with ICE Theatres and a Premiere auditorium where modern splendor and redefining comfort meet cutting-edge cinema technologies such as 4K Laser projection, Dolby Atmos sound, and Next Generation 3D.

With this launch, PVR INOX now operates the largest multiplex network with 1744 screens across 360 properties in 112 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 UNVEILS THE FIRST SUPER-PREMIUM DIRECTOR'S CUT CINEMA AND ICE THEATRES® AT KOPA Mall, KOREGAON PARK, PUNE**

*~Expands presence in West India with 7-Screen Multiplex~*

**National, May 8, 2024:** PVR INOX, the largest and the most premium cinema exhibitor in India has today announced the opening of its 7-screen multiplex in Pune's first luxury lifestyle destination at KOPA Mall, Koregaon Park. The cinema showcases the country's leading luxury cinema formats, Director's Cut and the immersive ICE Theatres®, both marking their debut in the West Region.

The most notable aspect of this cinema is that it brings with it 5 Director's Cut auditoriums within PVR INOX's 'The Luxury Collection' portfolio, known countrywide for offering sophisticated and immersive movie-viewing experiences. The cinema also houses the ICE Theatres® and a Premiere auditorium where modern splendor and redefining comfort meet cutting-edge cinema technologies such as 4K Laser projection, Dolby Atmos sound, and Next Generation 3D. Adjacent to it, the Gatsby resto-bar adds to an exceptional experience through its unparalleled premium dining entwined with a lavish cinematic experience. Surrounding the theater are world-class culinary options including The Popcorn Bar with its wide array of flavoured popcorn, La Cuisine serving contemporary continental cuisines, and Simply Sushi for its authentic sushi.

The new cinema, accommodating 751 guests, serving a high-end catchment area in Pune will augment PVR INOX foothold in the state of **Maharashtra** with **277 screens** in **55 cinemas**. The company consolidates its presence in **West India** to a total of **367 screens** in **79 cinemas**.

Commenting on the expansion plan, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said *"We are excited to bring the first ICE Theatres® and first Director's Cut experience to the Western Region with Pune. The city's vibrant and dynamic culture, rich heritage, cosmopolitan charm, and rich understanding of cinematic artistry, make it the perfect backdrop for our newest venture at KOPA, the City's esteemed lifestyle hub. Through the launch of our new out-of-home destination, we aspire to enrich Pune's cultural panorama while offering audiences a unique blend of cinematic opulence and immersive entertainment."*

*"At KOPA, we have created an unparalleled shopping and dining experience, curated with a unique collection of brands that provide an elevated lifestyle for Pune. We are grateful to our partners at PVR INOX, who have chosen KOPA as their home for the inaugural PVR Director's Cut in the state. This marks another milestone in a deep relationship between our organizations as we collectively seek to provide incomparable experiences for our visitors, said **Mr. Ashwin Puri, Managing Director and CEO, Lake Shore**, on the collaboration.*

Directors' Cut is the pinnacle of luxury at PVR INOX and sets the bar for sophisticated and high-end hospitality and entertainment. From its ultra-plush auditoriums, world-class projection and surround sound, completely reclaimable armchairs with pillows and blankets, a personal attendant call system, an intriguing in-seat food and beverage menu, and luxurious lounges, every detail is carefully engineered to deliver the ultimate comfort for the patrons.

*"In a city that truly understands the richness of cinema, it is only natural that Pune inspires us to build large super premium auditoria through our exclusive Director's Cut and ICE Theatres® adding to the immersive nature and escapism of the super-premium experience. With Gatsby's, we aspire to introduce a sophisticated gourmet dining and resto-bar concept for discerning patrons, offering a perfect complement to their cinematic experience"* said **Mr. Renaud Palliere, Chief of The Luxury Collection and Innovation, PVR INOX Limited.**

The state-of-the-art ICE IMMERSIVE® technology from France is a sensorial experience that features LED panels on each side of the auditorium. These fill the moviegoer's peripheral vision with supplementary ambient colors and shapes while complementing the action on the main screen. While the ultimate visual experience is enhanced through 4K Projection, the optimal audio playback comes alive with the 3D Dolby Atmos®, and the ergonomic comfort is aided by custom-made 60cm-wide seats aligned in curved rows offering ideal orientation towards the screen.

With a visually stunning and refined interior characterized by modern elegance, the cinema is adorned with a sophisticated palette of white, black, and grey stone. Carefully crafted to elevate the movie going experience, it welcomes visitors for an exceptional cinematic journey.

### **About PVR INOX**

PVR INOX Limited is the largest film exhibition company in India with **1744 screens across 360 properties in 112 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, a 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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**About Kopa:**

Kopa, strategically located in the heart of Koregaon Park, stands as the epitome of the city's luxury lifestyle destination. The establishment offers a unique blend of exclusive retail experiences within a sophisticated and inviting setting. From upscale shopping adventures, indulgent dining experiences to luxury cinematic experience, Kopa presents a diverse array of meticulously curated offerings designed to cater to various preferences and desires. Kopa is part of Lake Shore India.

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