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**National Stock Exchange of India Limited**

Exchange Plaza, 5<sup>th</sup> Floor,  
Plot No. C/1, G Block,  
Bandra Kurla Complex,  
Bandra (East), Mumbai - 400 051  
Fax: 022-26598237/38

**BSE Limited**

Corporate Relationship Department  
1<sup>st</sup> Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22723121/1278

**Company Code: PVR / 532689**

**Sub: Opening of 6 screen multiplex at Vishal Enclave near Rajouri Garden in New Delhi**

Dear Sir/Madam,

We are pleased to inform you about the opening of 6 screen multiplex Vishal Enclave near Rajouri Garden in New Delhi.

The auditoriums are equipped with advanced Laser Projection system for razor-sharp visuals. Furthermore, the auditoriums also offer a great sound experience from the Dolby Atmos surround sound system for guests to enjoy a thunderous feel. The immersive ambience of auditoria compliments the vibrant 3D view, which is powered by Volfoni Smart Crystal Diamond solution.

With this launch, merged entity now operates the largest multiplex network with 1689 screens at 361 properties in 115 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR INOX Limited**

**Mukesh Kumar**  
**SVP - Company Secretary**  
**& Compliance Officer**

**PVR INOX LIMITED** (Formerly known as PVR Limited)



## **PVR INOX MAKES MOVIE EXPERIENCE MORE ENTHRALLING WITH ITS 3RD IMAX THEATRE AND MX 4 D CINEMA IN DELHI**

*~ Reminiscing the most iconic and loved cinema of West Delhi in a New Avatar ~*

**National, 1st May 2023:** PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of a **new 6-screen multiplex** at **Vishal Enclave** near **Rajouri Garden** in **New Delhi** today. Elevating one of the prominent neighborhood single screen cinemas in West Delhi, the cinema has been upgraded to a multiplex with a whole new level of luxury. The multiplex features two premium formats, IMAX and MX 4D, the third of its kind in Delhi.

The new cinema will augment PVR INOX foothold in **New Delhi** to a total of **25 cinemas across 97 screens**. With this opening, PVR INOX consolidates its presence in **North India** with a total of **449 screens in 102 properties**.

The cinema is located at Vishal Enclave, one of the most affluent localities of West Delhi besides the Rajouri Garden Metro Station. The new multiplex has six impressively-designed auditoriums with a total of 979 seats with recliners available in one of the auditoriums. The auditoriums are equipped with advanced Laser Projection system for razor-sharp visuals. Furthermore, the auditoriums also offer a great sound experience from the Dolby Atmos surround sound system for guests to enjoy a thunderous feel. The immersive ambience of auditoria compliments the vibrant 3D view, which is powered by Volfoni Smart Crystal Diamond solution.

**Commenting on the announcement, Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited** said, *“With a view to make the cinema going as an out of home entertainment more experiential, we have introduced the third IMAX and MX 4D formats for Delhites. We are committed to spread the multiplex experience to every part of our country and within underpenetrated pockets in each city to give easy access to audiences for a world class movie going experience”.*

The cinema's design is a perfect example of luxurious and functional design. The cinema's lobby has been ingeniously designed and segmented into different areas, each with exquisite detailing that creates a lasting impression. The concession lobby, red seating lounge, and IMAX lounge area flow seamlessly into each other, while still maintaining their individuality, resulting in a harmonious environment that is both inviting and comfortable. The in-house Live Kitchen offers cuisines ranging from Asian & Italian, besides a whole range of hot and cold beverages and cinema favourites. Patrons will also be able to enjoy these food options within the comfort of their homes by ordering through Swiggy and Zomato.

*“It is extremely gratifying to introduce another advanced cinema concept for our patrons in Delhi. The 6- screen property is an innovative excellence; hosting the immersive IMAX and multisensory MX 4D coupled with superlative hospitality services and magnificent interiors. With an attractive mix of experiences on the cinema and dining front, we are confident that our patrons will appreciate our new cinema for a holistic movie-going experience.”* said **Mr. Gautam Dutta, Co-CEO, PVR INOX Limited**.

# PVR INOX

With this opening, PVR INOX has strengthened its growth momentum and has opened 58 screens across 9 properties in 9 cities since the merger.

## **About PVR INOX Limited**

PVR INOX Limited is the largest film exhibition company in India with **1689 screens across 361 properties in 115 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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### **For media queries, please contact:**

Pearleen Katyal | M: +91 9899026003 | E: [pearleen@avianwe.com](mailto:pearleen@avianwe.com)

Yashita Baid | M: +91 9650452774 | E: [yashitab@avianwe.com](mailto:yashitab@avianwe.com)