

10th June, 2019

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Uthandi Mall, Chennai"

Dear Sir,

We are pleased to inform you the opening of 10 screens multiplex at Uthandi Mall, Chennai This multiplex is equipped with BARCO 2K projection system, next-generation 3D-enabled screens and 7.1 Digital Dolby surround sound in all auditoriums.

With this launch, PVR now operates the largest multiplex network with of **781 screens at 166 properties in 67 cities.**

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**




Pankaj Dhawan
Company Secretary cum Compliance Officer



PVR strengthens its footprint in Chennai with the launch of 10-screen multiplex

~Introduces city's first dedicated cinema auditorium for kids, PVR Playhouse~

Chennai, 10th June'19: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its **10-screen multiplex** in Uthandi mall today. As an extension of its customer-centric approach, PVR introduced their specially crafted auditorium for tiny tots, **PVR Playhouse** in the new multiplex. Equipped with best in segment technological solutions and modern facilities, the new property aims to indulge its patrons with an unmatched luxurious experience. With this launch, PVR augments its presence in **Tamil Nadu and Southern India with 83 screens in 13 properties and 268 screens in 43 properties respectively.**

Positioned on the scenic East Coast road, the property is spread across an area of **51, 682 sq. ft.** and can seat **1400 audiences.** Further, with the integration of **BARCO 2K projection system, Dolby 7.1 surround sound** and **next-generation 3D technology,** the multiplex offers a captivating and immersive experience to its viewers supported by excellent visuals and powerful sound.

Speaking about the launch, Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd. said, "The new property falls in line with our business objective to take PVR's unique offerings across markets. Chennai is an important region for us and we look forward to continuing to demonstrate our commitment to the southern market by setting new standards for cinematic experience."

Further, *Mr. Gautam Dutta, CEO, PVR Cinemas* added, "We are happy to introduce the new 10 – screen multiplex in Chennai's picturesque outskirts. The new property hosts our unique offering for kids, PVR Playhouse with an array of premium facilities to offer enhanced cinematic experience. With contemporary designs and stunning aesthetics, this property stands tall in the region and we are excited to see the patrons experience it."

Designed on the concept of interlocking panache, the multiplex offers a vibrant and modern look, with bright and plush interiors. Additionally, the Quick tix facility and a delectable Gourmet menu supplement the property's unique offerings. Customers have also been provided the convenience of redeeming PVR gift cards and enrolling for the PVR privilege membership in the premises.

With this opening, PVR now stands at a total screen count of **781 screens at 166 properties in 67 cities.**

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 **781 screens at 166 properties in 67 cities** (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at **781**; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 33 screens of Gold, 08 of IMAX, 15 of 4DX, 07 of P[XL], 09 of Playhouse and 01 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

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