

06th March, 2020

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 5 Screens at Orion Uptown Mall, OMR Bengaluru Karnataka”

Dear Sir,

We are pleased to inform you the opening of 5 screens multiplex at Orion Uptown Mall, OMR Bengaluru Karnataka. This multiplex is equipped with advanced technological features like BARCO RGB+ Laser projectors, Dolby 7.1 surround sound system, UHB 3D system and Harkness Silver & Perlux.

With this launch, PVR now operates the largest multiplex network with of **841 screens at 176 properties in 71 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

Encl: A/a

PVR LIMITED

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PVR expands its presence in the state of Karnataka, opens 12th property in Bengaluru

~Crosses the 100 screen milestone in the state of Karnataka with this launch ~

Bengaluru, 6th March'20: PVR Cinemas, the largest and the most premium film exhibition company in India, announced the launch of its **5 screen** multiplex in OMR Bengaluru at Orion Uptown Mall, today. The property boosts the concept of neighborhood movie viewing in an endeavor to take world class cinema to the door step of the patrons. The **BARCO RGB+ Laser projectors** make a debut in the state of Karnataka with this opening. Equipped with technological excellence, and coupled with best-in-segment F&B offerings and hospitality services the new multiplex makes enhanced movie-viewing experience easily accessible to the audiences located in the periphery of Bengaluru. With this launch, PVR augments its presence in the state of Karnataka across **15 properties to 103 screens** and to **46 properties and 286 screens** in Southern India.

With this opening, PVR consolidates its growth momentum in FY 2019-20, so far opening **83 screens in the year, bringing its portfolio to 841 screens at 176 properties in 71 cities.**

Located in the popular and fast developing residential suburb of Old Madras Road, the property is well-connected to the city and the neighboring state of Tamil Nadu. The new cinema spreads across an area of **22,906 sq. ft.** with a seating capacity of **876 audiences.** Integrated with advanced technological features like BARCO RGB+ Laser projectors, Dolby 7.1 surround sound system, UHB 3D system and Harkness Silver & Perlux White screens, the new cinema ensures unparalleled cinematic experience at the theatres.

Commenting on the launch, Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said, *“We feel proud to cross the 100 screens milestone in the state of Karnataka at the very beginning of the year. Southern India has a strong market with significant growth potential. In Bengaluru, we have introduced some of our best formats and offerings owing to the nature of preferences by our customers. This property is integrated with differentiated features making cinema viewing accessible, engaging and convenient. We are sure this new multiplex will be well received by our patrons and we look forward to witnessing their excitement for the new RGB+ Laser equipped theaters.”*

“We are happy to introduce the new property which is integrated with the best-in-segment in-theatrical solutions to the patrons in Bangalore. The endeavor was to take the modern cinema viewing experience to more people and the property stands true to the commitment owing to its convenient location. We will continue to enhance the consumer experience through innovation and set new benchmarks in the Indian multiplex industry.” **said Mr. Pramod Arora, Chief Growth and Strategy Officer, PVR Ltd.**

Designed around the concept of modernity, the new cinema enhances customer experience through Quick tix facility, delectable Gourmet menu and recliner seats. Customers can further redeem PVR gift cards and check for privilege membership at the cinema.



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 841 screens at 176 properties in 71 cities (India and Sri Lanka), serving over 100 million patrons annually. PVR offers an array of formats in the premium screen category, which stands at 4 screens of Director's Cut, 37 screens of Gold Class, 04 screens of Sapphire, 09 screens of IMAX, 17 screens of 4DX, 08 screens of P[XL], 12 screens of Playhouse and 01 screen 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

For media queries, please contact:

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