

August 01, 2023

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**Company Code: PVRINOX/532689**

**Sub: Opening of 3 screen multiplex at KP Mall, Budha Marg, Patna, Bihar**

Dear Sir/Madam,

We are pleased to inform you about the opening of 3 screen multiplex KP Mall, Budha Marg, Patna, Bihar.

The cinema is equipped with best-in-class theatrical solutions including cutting-edge cinematic technologies including 2K projectors, Dolby Atmos surround system and 3D powered by Volfoni Smart Crystal Diamond solution.

With this launch, PVR INOX now operates the largest multiplex network with 1710 screens across 362 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 MARKS ITS DEBUT IN BIHAR WITH A NEW 3-SCREEN MULTIPLEX**

*~Establishes its foothold in the city of Patna with a new movie-going destination~*

**National, August 1, 2023:** PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of its **new 3-screen multiplex** at KP Mall, Budha Marg, Patna, Bihar. The newly launched cinema stands as the first property in the state, home to the robust Bhojpuri and Maithili language film industry.

**This launch consolidates PVR INOX presence in East India with 134 screens in 35 properties across West Bengal, Jharkhand, Odisha, Assam and Bihar.**

The multiplex located at Budha Marg is surrounded by residential societies and a dense population. The cinema with a seating capacity of 568 features best-in-class theatrical solutions including cutting-edge cinematic technologies including 2K projectors, Dolby Atmos surround system and 3D powered by Volfoni Smart Crystal Diamond solution.

Speaking on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited** said, *“We are delighted to expand our presence in Bihar, one of the fastest growing states in India associated with a rich heritage and a glorious history. Lifestyle choices of a youthful and vast working population, increase in disposable income and the lack of entertainment options in India are fueling the need to watch movies in multiplexes characterized by excellent audio and visual experiences, a pleasant atmosphere, wide variety of F&B offerings and comfortable seating. We want to make the brand ‘aspirational’ and ‘accessible’ by bringing world-class movie viewing experience to every part of our vast country”.*

The Cinema features a contemporary Art Deco design with a youthful flavour accentuated by colour and dynamism brought about by stepped cove lit ceiling. The luxury element is clearly defined with gold framed TVs along the long wall of the lobby. Concessions are warm and welcoming with backlit counter and burgundy tiles. The floor pattern directs the customer visually along the long lobby, tying the space together. Additionally, digital ticket and food ordering kiosks add to the property’s unique offerings. The F&B concession counter will offer a wide variety of food options and customers will also be able to enjoy these food options within the comfort of their homes by ordering through Swiggy and Zomato.

*“We are delighted to launch our first multiplex at KP Mall in Patna. With its impressive design and advanced technologies for sound and projection, the multiplex promises to deliver a superior movie-watching experience. The immersive ambience of the auditoria and our wide range of food and beverage options make it the perfect destination for movie-goers to enjoy a complete entertainment experience. Our aim is to provide our patrons with the finest cinema experience and create unforgettable movie moments together. We look forward to welcoming movie enthusiasts to our new multiplex and strengthen our brand presence in the region”,* said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**

With this opening, PVR INOX has strengthened its growth momentum and has opened 100 screens across 15 properties in 13 cities since the merger.



### **About PVR INOX**

PVR INOX Limited is the largest film exhibition company in India with **1710 screens across 362 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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