

13th January, 2020

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Screens at Cosmo Mall, Zirakpur, Punjab”

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at Cosmo Mall, in Zirakpur, Punjab. This multiplex is equipped with BARCO 2K projection system with RGB Laser, Harkness Silver and Perlux White Screen, Dolby 7.1 surround sound system, and Ultra-high brightness 3D screens.

With this launch, PVR now operates the largest multiplex network with of **825 screens at 173 properties in 71 cities (India and Sri Lanka).**

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

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PVR Cinemas strengthen its presence in the state of Punjab, opens 10th property in Zirakpur

~Unveils first PVR Cinemas in Zirakpur, 248 screens in Northern India now~

National, 13th January 2020: PVR Cinemas, India's largest and the most premium film exhibitor announced the launch of its 4-screen property in Cosmo Mall, Zirakpur today. Integrated with best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience; the newly launched property in the satellite city stands as the latest entertainment hub for the cinema lovers. With this launch, PVR Cinemas consolidated its foothold in Northern India with 248 screens across **56 properties and 53 screens and 10 properties** in Punjab.

Positioned on the Delhi-Chandigarh highway and nestled at the heart of Zirakpur, PVR Cinemas offer great ease of convenience to both; intercity travelers and the locals. Spreading across an area of **32821 sq. ft** with a seating capacity of **941** audiences, the entertainment exhibition leader forays into Zirakpur to introduce new benchmarks of the movie viewing. To provide an unparalleled cinematic experience, the 4-screen property is equipped with cutting-edge technologies like the BARCO 2K projection system with RGB Laser, Harkness Silver and Perlux White Screen, Dolby 7.1 surround sound system, and Ultra-high brightness 3D screens.

Commenting on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd. said**, "It is a good start to 2020, foraying into a new city/market is always enthralling. Movie viewing experience at the theaters has gone through an overhaul over the years and our focus continues to stay in taking the new, the modern experience to the masses. Punjab has a strong movie-going culture across all its cities, which we aim to tap in by offering new and unique experiences to the patrons."

Speaking on the opening of PVR Zirakpur, **Mr. Gautam Dutta, CEO, PVR Cinemas said**, "Excited to make an entry into a new market which also advocates our focus for 2020. In Punjab, the response has always been overwhelming which motivates us to take our offerings further and explore new markets. PVR Zirakpur conforms to the three most important parameters for us – customer convenience, technological excellence and easy accessibility from all the corners of the city. We are positive that with its distinct features, the newly launched property will be the entertainment anchor of the city and will be well-received by the patrons."

Styled in modern art deco designs with LED lightings, the cinema will provide a warm and welcoming ambience. The integration of premium features makes it a plush and elegant destination for the audience to experience a modern cinema theatre. The myriad of services further includes; the Quick tix facility, delectable Gourmet menu and recliner seats in all auditoriums which adds to the property's unique offerings. Customers can also take advantage of redeeming PVR gift cards and attain privilege membership at the cinema.

With this opening, PVR stands at a total screen count of **825 screens at 173 properties in 71 cities. (India and Sri Lanka).**



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 825 screens at 173 properties in 71 cities (India and Sri Lanka), serving 100 million patrons annually. While the total screen tally of the company stands at 825; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 37 screens of Gold Class, 09 of IMAX, 17 of 4DX, 08 of P[XL], 12 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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