



March 03, 2023

National Stock Exchange of India Limited

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

BSE Limited

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

Company Code: PVR / 532689

**Sub: Opening of 5 screen multiplex at Capital Mall in Nalasopara,
Maharashtra**

Dear Sir/Madam,

We are pleased to inform you about the opening of 5 screen multiplex at Capital Mall in Nalasopara, Maharashtra.

The new cinema is equipped with plush recliner seats for enhanced comfort. The cinema is equipped with the best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience. This includes the SP4K Laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audis feature advanced Dolby 7.1 audio and Next-Gen 3D technology for an immersive experience.

With this launch, merged entity now operates the largest multiplex network with 1663 screens at 357 properties in 114 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**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

PVR LIMITED

Block A, 4th Floor, Building No. 9, DLF Cyber City, Phase - III, Gurgaon 122002 (Haryana) India.

T: +91 124 4708100 | F: +91 124 4708101 | W: www.pvrcinemas.com

Regd Office: 7th Floor Lotus Grandeur Building, Veera Desai Road Opposite Gundecha Symphony,
Andheri (W) Mumbai 400053. CIN: L74899MH1995PLC387971



PVR CINEMAS MARKS ITS DEBUT IN NALASOPARA POST MERGER WITH INOX; PART OF MUMBAI METROPOLITAN REGION (MMR) WITH A 5-SCREEN MULTIPLEX

~Strengthens its presence in Maharashtra with 281 screens in 59 properties ~

National, 3rd March 2023: PVR Limited, the largest and the most premium cinema exhibition company in India, after the merger with INOX Leisure Limited, today announced the launch of its **new 5-screen multiplex at Capital Mall in Nalasopara, MMR, Maharashtra** marking its maiden entry into the city. The newly launched property stands as the latest entertainment hub for cinema lovers in the lakeside Capital City, a completely self-reliant, modernistic town.

The Cinema is located in Nalasopara in Palghar district near Mumbai's western suburbs, part of the Mumbai Metropolitan Region (MMR) has become one of the most-populous urban areas in the state. **With this launch, PVR consolidated its foothold in Maharashtra with 281 screens in 59 properties across 16 cities and a total of 1663 screens across 357 properties in 114 cities (India and Sri Lanka).**

The Multiplex has a total seating capacity of 1070 audiences and is equipped with plush recliner seats for enhanced comfort. The cinema is equipped with the best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience. This includes the SP4K Laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audis feature advanced Dolby 7.1 audio and Next-Gen 3D technology for an immersive experience.

Speaking on the launch, **Mr. Ajay Bijli, Managing Director, PVR Limited, said,** *"Maharashtra is an important market for us and we are delighted to strengthen our presence in the state. In this year, our focus will be on solidifying PVR's presence in the existing markets as well as foraying into new territories with a combination of metros, tier 2, and tier 3 cities. Through the cinema, we aim to bring in the finest of movie-going experience among several suburban areas in the outskirts of Mumbai"*.

The foyer area with its chandeliers, adds to the opulence and grandeur of the overall foyer space while Teal color seating and plasma frames add freshness to the space. Multiple framed custom artworks with a "V" theme celebrate legendary actors and actresses while Gold accents through metal/ film inlays have been used as accent in Audi door.

"We have expanded our presence in the West after our successful run in 17 cities. Maharashtra has a strong base for movie going culture and as the hub of cinema, the state offers great scope of expansion. The Vasai-Virar area is very well-connected to important locales of other parts of Mumbai and Thane via rail, road and bus networks. Introducing new concepts and offerings have been at the core of our business strategy and we are confident that the new multiplex will be well received by our patrons", said Mr. Sanjeev Kumar Bijli, Executive Director, PVR Limited.

With this opening, the merged entity has strengthened its growth momentum and has opened 148 screens across 27 properties in 22 cities in this fiscal.



About PVR Limited

PVR Limited completed the merger of INOX Leisure Limited, effective February 06, 2023. The merged entity is the largest film exhibition company in India with **1663 screens across 357 properties in 114 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> and <https://www.inoxmovies.com>

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For media queries, please contact:

Sanjana Vaid | M: +91 97114 88967 | E: sanjanav@avianwe.com

Yashita Baid | M: +91 9650452774 | E: yashitab@avianwe.com