

01st May, 2019

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Venus Mall, Gorakhpur"

Dear Sir,

We are pleased to inform you the opening of 4 screens multiplex at Venus Mall, Gorakhpur. 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 **771 screens at 165 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 Cinemas strengthens its presence in Uttar Pradesh; launches first multiplex in Gorakhpur

Gorakhpur, 1st May'19: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its **first** multiplex in Gorakhpur at Venus Mall today. Committed to expand its footprints across untouched markets, the 4- screen property is designed to offer new age movie viewing experience to the patrons in the region. Equipped with best-in-class theatrical solutions and an array of elaborate hospitality services, the multiplex aims to provide an unparalleled consumer experience. With this launch, PVR enhances its presence in **Uttar Pradesh and Northern India with 70 screens in 15 properties and 230 screens in 55 properties respectively.**

Positioned at a convenient location, the property spreads across an area of **35,317 sq. ft.** and can seat **596 audiences.** Integrated with **BARCO 2K projection system along with Dolby 7.1 surround sound system and next-generation 3D technology,** the brand new multiplex delivers an exceptional digital movie viewing experience with excellent audio and visual quality.

Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd. expressed his views about the launch saying, "We are happy to announce the launch our first property in Gorakhpur, enabling a wider set of audience to experience new age cinematic exposures. The series of launches in the inner pockets of the nation completely fall in line with our commitment to expand our presence to every corner of the country. With this new property, we continue to consolidate our foothold in the state of Uttar Pradesh and move swiftly towards achieving our vision of 1000 screens by 2020."

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Cinemas** said, "It gives us immense pleasure to bring PVR Cinemas to the people of Gorakhpur. Designed to meet the demands of the discerning audience, the new property comes equipped with cutting edge theatrical solutions, advanced hospitality services and modern aesthetics."

Designed on contemporary lines, the multiplex offers a youthful and vibrant ambiance with modern interior decor. Adding to its host of offerings, gourmet delicacies in the comfort of recliners in all auditoriums; and Quick Tix facility for instant ticketing assures the customers a cinema experience they would want to return to.

With this opening, PVR stands at a total screen count of **771 screens at 165 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 771 screens at 165 properties in 67 cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 771; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 31 screens of Gold Class, 08 of IMAX, 15 of 4DX, 06 of P[XL], 08 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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