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CIN: L15135DL1991PLC046758

May 14, 2024

To,

National Stock Exchange of India Ltd. Exchange Plaza, Block G, C/1, Bandra Kurla Complex, Bandra (E), Mumbai – 400 051 Email: cmlist@nse.co.in Symbol: DEVYANI	BSE Limited Phiroze Jeejeebhoy Towers, Dalal Street, Mumbai – 400 001 Email: corp.relations@bseindia.com Security Code: 543330
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Sub: Regulation 30: Press Release

Dear Sir/Madam,

Please find attached a copy of the Proposed Press Release to be issued by the Company.

The same is also being uploaded on website of the Company at www.dil-rjcorp.com.

You are requested to take the above on record.

Yours faithfully,

For Devyani International Limited

Pankaj Virmani
Company Secretary & Compliance Officer

Encl.: As above



Devyani International and PVR INOX announce strategic partnership for operating food courts in Shopping Malls

May 14, 2024, Gurugram: Today, **Devyani International Limited (DIL)**, one of the largest Quick Service Restaurant (QSR) operators in India and **PVR INOX Limited**, the largest and the most premium cinema exhibitor in India, proudly extend their association and announce a strategic partnership to jointly establish a company in India for the purpose of development and operation of food courts within shopping malls in India.

This significant partnership not only deepens the trust in each other's expertise within their respective business domains but also reinforces the existing partnership. This partnership will empower Devyani International & PVR INOX to reach a wider audience and expand their market presence.

Mr. Ravi Jaipuria, Non-Executive Chairman, Devyani International Limited said “This partnership further consolidates DIL’s position in the food courts business in India and has paved the way for additional growth and expansion opportunity. We are elated to have embarked on yet another association with PVR INOX and elevated our collaboration. DIL is committed to expanding its food courts business in India as one of the strategic future growth pillars.”

Commenting on the partnership, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited** said “We are happy to announce this strategic association, with Devyani International Limited (DIL), a partner we truly admire. Through this opportunity PVR INOX will be able to pivot into pre-ticketed F&B revenue stream as opposed to the current post ticketed F&B revenue that’s very movie line up dependent. It is our first of the many steps we intend to take to further expand our F&B business. Also, our ability to co-promote both movies and food to 150 million audience would be the USP of this collaboration.

About DEVYANI INTERNATIONAL LIMITED

Devyani International Limited (DIL), among the fastest growing Chain Quick Service Restaurant (QSR) operators in the country, is the largest franchisee for [Yum Brands](#) (KFC & Pizza Hut) in India. [Devyani International Limited](#) is also the sole franchisee for [Costa Coffee](#) Brand and stores in India. In addition, DIL caters to the South Indian vegetarian food lovers with Vaango, launched over a decade ago and is a prominent Brand in the Food Retail Business (FRB)

category with its Food Courts. DIL has a strong presence across Airports in India where it serves a variety of F&B offerings.

As on March 31, 2024, DIL operates more than 1,750 stores across brands in over 250 cities in India, Thailand, Nigeria and Nepal. DIL is an integral growth engine for RJ Corp, a Conglomerate that today is a powerhouse multinational with thriving businesses in beverages, fast-food restaurants, retail, ice-cream, dairy products, healthcare, and education.

Yum! Brands Inc. operates brands such as KFC, Pizza Hut and Taco Bell brands and has presence globally with more than 55,000 restaurants in over 155 countries.

Founded in London by Italian brothers Sergio and Bruno Costa in 1971, Costa Coffee is present in 41 countries around the world, with over 2,800+ coffee shops in the UK&I and 1,100+ globally.

Please visit www.dil-rjcorp.com for more information.

About PVR INOX LIMITED

PVR INOX Limited is the largest film exhibition company in India with **1748 screens across 360 properties in 112 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, a 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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For media queries, please contact:

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