

December 17, 2023

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of screens at V Square Mall, Manjakuppam, Tamil Nadu

Dear Sir/Madam,

We are pleased to inform you about the opening of 3-screen multiplex at V Square Mall, Manjakuppam, Tamil Nadu.

The cinema is equipped with best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience with 4K Laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audio feature advanced DTS-X immersive audio for great sound experience and vibrant Next-Gen 3D screens for visibly deeper 3D content

With this launch, PVR INOX now operates the largest multiplex network with 1,709 screens across 358 properties in 113 cities (India and Sri Lanka).

Copy of updated press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer



PVR INOX MARKS ITS DEBUT IN CUDDALORE WITH THE LAUNCH OF FIRST MULTIPLEX IN THE CITY

~Strengthens its footprints in South India with a new 3-screen multiplex~

National, December 17, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of its first multiplex in the city of Cuddalore, Tamil Nadu at V Square Mall, Manjakuppam today. The inaugural multiplex with three screens in the city's initial shopping mall introduces a contemporary cinematic experience to the residents of Cuddalore.

PVR INOX will strengthen its foothold in Tamil Nadu with 139 screens in 23 properties and continues its expansion in the Southern part of India with 549 screens in 98 properties.

Strategically located in the heart of the city at Manjakuppam on Bharathi road, the cinema provides a convenient out-of-home entertainment destination for all the movie buffs. With a seating capacity of 692 guests, the multiplex is equipped with the best-in-class theatrical solutions to offer an immersive and enhanced cinematic experience with 4K Laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audis feature advanced DTS-X immersive audio for great sound experience and vibrant Next-Gen 3D screens for visibly deeper 3D content.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *“The coastal town of Cuddalore is a vibrant and culturally rich city, known for its scenic beaches and historical temples. With the introduction of Cuddalore's inaugural multiplex, residents can now savor a world-class cinematic experience without the need to travel to Pondicherry for the same. We are delighted to strengthen our foothold in Tamil Nadu with the opening of the first multiplex in the city of Cuddalore. Given the significantly high movie consumption in South India and relatively under-penetration of multiplexes, the launch of the new 3-screen multiplex at Cuddalore aligns to our vision of accelerating growth in underserved markets”.*

With a modern and stylish theme, the new property promises a visually captivating and dazzling entrance facade that complements the overall aesthetic and ambience of the mall. The contemporary style of design presents a sense of continuity to every corner of the foyer area and the comfortable sofa seating, placed around the cinema book racks gives the foyer a vibe of entertainment zone. The Concessionaire unfolds a bold and fun environment and the layered ceiling creates a dramatic feel. All auditoriums follow a different colour theme, ranging from red, golden, violet and teal matching with seating and carpet.

“We are thrilled to unveil Cuddalore's first three-screen multiplex at V Square Mall, Cuddalore's which is also the city's first mall. With a new entertainment landmark, the magical effect of the real big-screen offering the choice of movies under one roof comes to the doorstep of discerning moviegoers in the city. The multiplex will be the true symbol of the most contemporary, thought-out and well-appointed cinema-viewing experience. At PVR INOX, we are paving the way for expanded access to entertainment in untapped markets with cutting edge technologies, world class ambience, opulent comfort and exciting range of F&B options”, said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**



About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1709 screens across 358 properties in 113 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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