

05<sup>th</sup> March, 2021

**National Stock Exchange of India Limited**

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

**BSE Limited**

Corporate Relationship Department  
1<sup>st</sup> Floor, New Trading Ring,  
PJ Towers, Dalal Street,  
Fort, Mumbai - 400 001  
Fax: 022-22722061/41/39/37

**Company Code: PVR / 532689**

**Sub: Opening of 6 Screen multiplex in Forum Centre City Mall, Mysuru**

Dear Sir,

We are pleased to inform you the opening of 6 new screen multiplex in Forum Centre City Mall, Mysuru.

PVR Forum Centre City Mall is set to offer the best and the latest in-cinema experience with next gen 3D viewing and 4K projection system in all auditoriums. Additionally, the property is integrated with modern in-cinema features like Dolby ATMOS sound, plush Recliner Seats and a scrumptious menu.

With this launch, PVR now operates the largest multiplex network with of **844 screens at 177 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**



## **PVR Cinemas unveil Mysuru's Biggest 6- Screen multiplex in Forum Centre City Mall**

*- Launches its second multiplex in the third most populous city in Karnataka*

**National, 5th March 2021:** PVR Ltd., the leaders in Indian film exhibition industry announced the launch of its 6-screen property in **Forum Centre City Mall, Mysuru** today. Strategically located in the biggest mall in the city with a posh neighborhood, the new property features advanced cinematic technological solutions to offer a holistic movie-going experience to the patrons in the region. Designed to deliver a hygienic, safe and wholesome cinematic experience, the new multiplex also brings in new-age technologies in a modern aesthetic avatar. PVR Cinemas with this launch, strengthens its presence in **Karnataka with 109 screens in 16 properties and 292 screens across 47 properties in South.**

Located in the heart of India's Silk city, the new PVR Cinemas spreads across an area of **32,240 sq feet** and can accommodate a total of **1078 audiences**. Equipped with exemplary technological solutions, **PVR Forum Centre City Mall** is set to offer the best and the latest in-cinema experience with **next gen 3D viewing** and **4K projection system** in all auditoriums. Additionally, the property is integrated with modern in- cinema features like **Dolby ATMOS sound**, plush **Recliner Seats** and a scrumptious menu.

*Speaking on the occasion, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said,** "South is an important market for us and occupies the major share of screens, and expanding in the region holds a lot of significance for us due to the immense passion for movies among audiences. In line with the company's expansion plans, we are pleased to introduce the biggest multiplex in Mysuru and provide best in class entertainment and enhanced experiences to our audiences. We have been consistent in strengthening our presence across the country and we look forward to welcoming our patrons in the region with good content and new experiences."*

*"We are constantly upgrading our offerings with evolving customer preferences, and the new 6-screen property ensures a remarkable experience to our viewers with advanced technological features and best in segment hospitality services and gourmet food. Ensuring the safety and security of our customers and employees is our highest aim, and we have taken all precautionary measures to guarantee it. With this launch, we now stand at a total of 16 properties in Karnataka as we continue to consolidate our foothold in this geographic location." **said Mr. Gautam Dutta, CEO, PVR Ltd.***

With this opening, PVR strengthens its growth momentum in FY 2020-2021 with **844 screens at 177 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 844 screens at 177 properties in 71 cities (India and Sri Lanka), serving over 100 million patrons annually. PVR offers an array of formats in the premium screen category, which stands at 4 screens of Director's Cut, 37 screens of Gold Class, 04 screens of Sapphire, 09 screens of IMAX, 18 screens of 4DX, 08 screens of P[XL], 13 screens of Playhouse and 01 screen 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](mailto:feedback@pvrcinemas.com)

**For media queries, please contact:**

Anasua Mitra | M: +917838236770 | E: [anasua@avianwe.com](mailto:anasua@avianwe.com)

Akshita Attri | M: +9198109 60850 | E: [akshita@avianwe.com](mailto:akshita@avianwe.com)