

12<sup>th</sup> October, 2018

**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: 022-22723121/1278

**Company Code: PVR / 532689**

**Sub: Opening of Multiplex at “PVR ICON, VR Chennai, Tamil Nadu”**

Dear Sir,

We are pleased to inform you the opening of 10 screens multiplex at PVR ICON, VR Chennai, Tamil Nadu. This multiplex is equipped with 4K 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 **725 screens at 155 properties in 60 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 launches its most opulent sub-brand “PVR ICON” in Chennai**

~Marks the debut of its home-grown large screen format P[XL] at the 10-screens multiplex in VR Chennai~

**Vanakkam Chennai!**

**Chennai, 12<sup>th</sup> October 2018:** PVR Cinemas, the largest and the most premium film exhibition company in India, announced the launch of its first ‘PVR ICON’ at VR Chennai in Anna Nagar today. Opening the doors of its most opulent sub-brand with a 10-screen multiplex, the brand new PVR ICON will ensure a world-class movie-going experience for the audiences in Chennai. This opening in Chennai brings PVR Cinemas to a count of **79 screens at 14 properties in the state of Tamil Nadu** and **246 screens across 41 properties in Southern India.**

Housing 10 state-of-the-art auditoriums, the new PVR ICON offers a total seating capacity of 2,590. The cinema features cutting-edge technology by bringing PVR’s homegrown large screen format, P[XL] equipped with RGB Laser projection system and the immersive sound technology of Dolby ATMOS surround sound. The remaining 9 auditoriums of PVR ICON will offer 4K projection system along with NextGen 3D experience and ultimate sound technology.

Addressing the media, **Mr. Sanjeev Bijli, Joint Managing Director, PVR Ltd, said,** “It is extremely gratifying to introduce an advanced and luxurious cinema experience to our patrons in Chennai. This, combined with the SPI food experience, will mark the beginning of a brand new chapter for cinema goers in Chennai. With the launch of PVR ICON, we yet again demonstrate our commitment towards the Southern market. This is only a stepping stone to the expansion plan(s) ensuring world standards of cinematic experience across the country.”

Speaking on the occasion, **Mr. Gautam Dutta, CEO, PVR Ltd, said,** “This is a significant opening for us here in Chennai. We always aim to step ahead in providing premium services to our patrons. The property with its stunning aesthetics stands tall as one of the most unique properties of PVR Cinemas and we are excited for customers to experience it.”

At the new PVR ICON, grandeur awaits customers as they walk in through the 80,633 sq. ft. space is done up in classic art deco style. Lobby spaces with intricate marble flooring, mirrored ceilings, enameled lighting, and antique gold accents are just a few of the highlights of the design. The property also features an exclusive P[XL] lounge, a well-crafted, comfortable space for customers to unwind, complete with a

range of bar stools, marble tables, plush sofas, and a dedicated concessionaire. Other amenities include automated Quick Tix kiosks, which offer the much-needed respite from long queues. Services like free Wi-Fi, Portable Chargers, Pillow & Duvet, Spectacle Cleaning and WhatsApp for instant feedback will be offered and tended to by a team of hospitable staff.

What makes this particular ICON even more special is that it is the first time India's largest multiplex chain will incorporate some of the most cherished amenities and F&B favorites from recently acquired, SPI Cinemas. The F&B line up will include SPI's signature popcorn, delicious and refreshing cold coffee, flaky puffs, and sinfully decadent donuts along with other gourmet delicacies.

With this opening, PVR stands at a total screen count of **725 screens at 155 properties in 60 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 consumed in the country. PVR currently operates a cinema circuit comprising of 725 screens at 155 properties in 60 cities (20 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at 725; 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, 09 of 4DX, 05 of PXL and 04 of Playhouse 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:

Astha Jain | Avian media | M: +91 8130772863 | E: [asthajain@avian-media.com](mailto:asthajain@avian-media.com)  
Lakshita Arora | Avian Media | M: +91 8860014204 | E: [lakshitaarora@avia-media.com](mailto:lakshitaarora@avia-media.com)

