

22nd April, 2019

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at "Suraj Chanda Tara, Amritsar in Punjab"

Dear Sir,

We are pleased to inform you the opening of 6 screens multiplex at Suraj Chanda Tara, Amritsar in Punjab. This multiplex is equipped with BARCO 4K & 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 **764 screens at 163 properties in 66 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 opens its first multiplex in Amritsar, Punjab

National, 22 April 2019: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its first multiplex in Amritsar at Suraj Chanda Tara today. Strengthening PVR's footprints across key markets, the new **6-screen property** is a standalone complex in the region with a host of advanced hospitality facilities to offer a seamless experience to movie patrons. Equipped with the latest technology and state-of-the-art infrastructure, the multiplex is positioned at a convenient location with close proximity to the historic Golden Temple. With this, PVR augments its presence in Punjab with **49 screens in 09 properties** and **226 screens in 54 properties** in Northern India.

Based on a Victorian architectural design, the plush interiors and sophisticated lighting provide a look of elegance and luxury to the multiplex. The property is spread across an area of **41,400 sq. ft.** with a seating capacity of **1,037** guests. Its central location ensures wide connectivity and easy access for cine-goers. It is also integrated with **BARCO 4K and 2K projection systems**, providing excellent brightness and vibrant colors for a razor-sharp picture quality along with **Dolby 7.1 surround sound** system and the **Next-Gen 3D technology**.

Speaking about the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd.** said, "We are extremely happy to introduce PVR Cinemas in Amritsar; this reiterates our commitment to strengthen our presence beyond metro cities. We aim to continue with our expansion strategy, penetrate further into smaller markets, making new age movie-viewing accessible to a larger audience base."

Mr. Gautam Dutta, CEO, PVR Ltd. said, "We feel proud that PVR Cinemas has the highest presence in Punjab with nine properties across the state. Continuing with our endeavour to offer elevated movie-viewing experiences, the new cinema is designed in line with the city's rich heritage. It makes for a complete entertainment destination, offering an unmatched experience through comfort, convenience, and luxury. We are confident that it will be well-received by our audiences."

In addition to its unique architectural design, the property has supremely comfortable seating with the luxury of recliner seats and delicacies from a gourmet menu. This, along with the convenience of Quick Tix will provide an experience that the customers would want to return to.

With this launch, PVR now stands at a total screen count of **764 screens at 163 properties in 66 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 764 screens at 163 properties in 66 cities (21 states & UT), serving 100 million patrons annually. While the total screen tally of the company stands at 764; 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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