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Company Code: PVR / 532689

**Sub: Reliance Launches India's First Rooftop Jio Drive-In Theatre Operated
and Managed by PVR**

Dear Sir / Madam,

We are pleased to inform you that Reliance announced the launch of “**Jio Drive-In**” the India's first permanent rooftop drive-in theatre, at Jio World Drive in BKC, Mumbai and it will be operated and managed by PVR Limited, India's largest film exhibition company.

With this launch, PVR now operates the largest multiplex network with of **856 screens at 179 properties in 72 cities (India and Sri Lanka)**.

Copy of press release is enclosed.

This is for your information and records.

Thanking You.

For **PVR Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

PVR LIMITED

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RELIANCE LAUNCHES INDIA'S FIRST ROOFTOP JIO DRIVE-IN THEATRE OPERATED AND MANAGED BY PVR

~ At Jio World Drive, site of Mumbai's first drive-in theatre ~

Mumbai, November 3, 2021: Reliance announced the launch of “Jio Drive-In” the India's first permanent rooftop drive-in theatre, at Jio World Drive in BKC, Mumbai. It will be operated and managed by PVR Ltd, India's largest film exhibition company.

Built on the site of India's first drive-in cinema, Jio Drive-In brings back the nostalgia of watching movies under the stars in the comfort of your car. This iconic, 290 car, open air rooftop cinema will open on 5th November to screen the much awaited 'Sooryavanshi' at the recently launched retail precinct, Jio World Drive.

Darshan Mehta, CEO, Jio World Drive, commented on the opening, “Jio Drive-In theatre is a tribute to the city of Mumbai, and it's love of movies. Built on the same location as Mumbai's first iconic drive-in theatre in 1977, the theatre will provide the charm and nostalgia of the past with a technological upgrade that is reflective of current times. In a sense, this will be the first drive-in experience for many people from the current generation and we hope to make it one that is enthralling and continues to fuel Mumbai's love affair with the movies.”

Jio Drive-In Theatre, operated by PVR, powered by Christie RGB Laser Projection for ultimate brightness and boasting the largest screen, will ensure a captivating and sensational visual experience. It will bring sound enhancement by broadcasting the soundtrack over FM signal through the sound system installed in the car to provide the guests with an unparalleled cinematic experience.

Inspired by the entertainment capital, Las Vegas, the glamour and glitz of the Jio Drive-In will be complimented with themed food trucks and F&B options creating 'one-of-its-kind' experiences that are sure to make this into an iconic landmark for the city of Mumbai.

Mr. Ajay Bijli, Managing Director and Chairman, PVR Ltd, said, “2020 brought a ubiquitous slowdown to the entertainment industry. But with 2021 we can see the tide changing and stay hopeful for better days to return with the enormous pent-up demand to watch movies on the big screen. At PVR, during unprecedented times, we have focused on three R's – Rescue, Revive and Reinvent. Today, as we introduce Jio Drive-in theatre in Mumbai, we are happy to welcome back our patrons to a concept redesigned and revived for our audience. Congratulations to our partners and the PVR family to diligently work towards our motto of offering world- class experiences to the patrons with this new opening.”



The entire customer journey will be contactless to provide a seamless and hassle-free experience starting from booking ticket to availing F&B offerings. Guests can pre-book tickets and F&B on PVR app and BookMyShow. Priced one thousand two hundred rupees onwards, the tickets are for each car with up to 4 people per car. The booking system offers various flexible options, including the maximum capacity of viewers per car. Jio Drive-In will run two shows every evening.

About Jio World Drive

Spanning across an area of 17.5 acres at Maker Maxity and strategically located in Bandra Kurla Complex, Jio World Drive is Mumbai's newest, vibrant urban hangout. The precinct is home to 72 prominent International and Indian brands, 27 culinary outlets with cuisines from across the globe, world's first, permanent, first rooftop Jio Drive-In Theatre, an open-air weekend community market, pet-friendly services, a dedicated pop-up experience and other bespoke services.

Connect with us: www.jioworlddrive.com | [Instagram](#) | [Facebook](#)

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 856 screens at 179 properties in 72 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 8 screens of Director's Cut, 39 screens of LUXE, 04 screens of Sapphire, 09 screens of IMAX, 18 screens of 4DX, 09 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>
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