

December 21, 2023

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Sub: Opening of multiplex at IRIS Broadway at Gurugram, Haryana

Dear Sir/Madam,

We are pleased to inform you about the opening of 3-screen multiplex at IRIS Broadway, Sector 85, Gurugram, on NH-8, Dwarka Expressway.

The cinema is equipped with 4K Laser Projection system providing razor-sharp visuals, 7.1 Dolby surround sound and vibrant 3D view powered by Volfoni.

With this launch, PVR INOX now operates the largest multiplex network with 1,712 screens across 359 properties in 113 cities (India and Sri Lanka).

Copy of 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 OPENS NEW 3-SCREEN MULTIPLEX IN SECTOR 85, NEW GURUGRAM

~Makes new age cinema experience accessible to residents in the neighborhood~

National, December 21, 2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of its 14th multiplex in the city of Gurugram, Haryana. The 3-Screen multiplex is located in IRIS Broadway, Sector 85, Gurugram, on NH-8, Dwarka Expressway.

PVR INOX will strengthen its foothold in Haryana with 88 screens in 22 properties and continues its expansion in the Northern part of India with 463 screens in 103 properties.

The cinema is located in the most sought-after neighbourhood shopping centre, IRIS Broadway which offers an eclectic mix of retail, entertainment, and hospitality at the epicentre of New Gurugram. While there is an already established and ambitious community in the immediate catchment, the accessibility of the location through three major highways, NH48, Kundli - Manesar - Palwal Expressway and Dwarka-Gurugram Expressway will attract people from distant places to enjoy the cinematic experience on the big screen.

The multiplex has three impressively designed auditoriums with a total seating capacity of 482 with plush celebrity recliners where one can relax and indulge in a mouthwatering array of culinary delights from the extensive food menu. Each of the three screens is equipped with the best-in-class cinema technologies for sound and projection. This includes the advanced 4K Laser Projection system providing razor-sharp visuals, 7.1 Dolby surround sound and vibrant 3D view powered by Volfoni.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *“Gurugram is a city that is always on the move with fast paced infrastructural development being a financial and technology hub. We feel delighted to bring a new age cinematic experience in New Gurugram which has witnessed a remarkable surge offering a vibrant social life, residential accommodation and employment opportunities. We are confident that INOX IRIS Broadway will evolve into a preferred destination for movie enthusiasts and strengthening our brand presence in the region”.*

With a modern and stylish theme, the new property promises captivating blend of styles. Industrial accents softened by contemporary hues create a unique and inviting atmosphere. Handcrafted luxurious tiles and mirrors add a touch of extravagance, while rubber wood fins in the ceiling with pops of bold color infuse warmth and personality. This carefully curated design equilibrium makes INOX IRIS Broadway a space that is both stylish and functional, setting the stage for an unforgettable cinematic journey.

“We understand that location is key to creating convenient and accessible entertainment options. That's why we're thrilled to introduce INOX IRIS Broadway in the heart of Gurugram's burgeoning Sector 85. This strategic location, just off major highways makes the cinema easily accessible to residents of surrounding high-rises, busy professionals, and families in Gurugram. We're confident that INOX IRIS Broadway will become the go-to destination for evolving entertainment needs of diverse audiences”, **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 **1712 screens across 359 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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