



December 02, 2022

National Stock Exchange of India Limited

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

BSE Limited

Corporate Relationship Department
1st 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 3 - Screen multiplex in Yamuna Nagar, Haryana at City Mall

Dear Sir/Madam,

We are pleased to inform you about the opening of 3 screen multiplex in Yamuna Nagar, Haryana at City Mall.

The cinema is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby 7.1 sound.

With this launch, PVR now operates the largest multiplex network with 884 screens at 178 properties in 77 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**

Mukesh Kumar
SVP – Company Secretary
& Compliance Officer

PVR LIMITED

Block A, 4th Floor, Building No. 9, DLF Cyber City, Phase - III, Gurgaon 122002 (Haryana) India.

T: +91 124 4708100 | F: +91 124 4708101 | W: www.pvrcinemas.com

Regd Office: 7th Floor Lotus Grandeur Building, Veera Desai Road Opposite Gundecha Symphony, Andheri (W) Mumbai 400053. CIN: L74899MH1995PLC387971



PVR CINEMAS MARK ITS DEBUT IN YAMUNA NAGAR, THE INDUSTRIAL CITY OF HARYANA

~PVR strengthens its presence in Haryana with its new 3-screen property~

National, 2nd December'2022: PVR Cinemas, the largest cinema exhibition company in India today announced the launch of its first multiplex in Yamuna Nagar, Haryana at **City Mall**. The new 3-screen cinema is part of the expansion plans of the company to open 110-125 screens in the current financial year.

With this launch, PVR Cinemas consolidated its foothold in Haryana with **42 screens in 11 properties and 278 screens across 63 properties in North**.

Located in the heart of the city, the new property has a total seating capacity of 590 audience and the last row of each auditorium is equipped with plush recliner seats for utmost comfort. To provide an unparalleled captivating and immersive experience, the 3-screen property is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby 7.1 sound.

Speaking on the launch, **Mr. Ajay Bijli, Chairman and Managing Director, PVR Ltd, said,** *"We are thrilled to open our first property in Yamuna Nagar as we aim to bring the finest movie-going experience to the people of the city. While we look forward to extending our footprint across the country, we will continue to focus on smaller towns and cities to bring them at par with the highest global standards of out-of-home entertainment that PVR delivers in bigger cities to cater to a wider audience."*

With the visually dazzling interior, the cinema creates a dramatic entry with the layered ceiling at the pre-foyer area. The magnificent combination of white, grey and black embraces the foyer area with strong gold accents all around it. All the 3 auditoriums are designed with a unique colour theme of red, blue and teal with the matching velvet fabrics of the side walls. To provide a dynamic experience to the movie goers, seating areas are specially designed with video walls and the wooden finish foyer ceiling with chandeliers add to the beauty of property. Additionally, a wide range of gourmet delicacies served in the luxury of comfortable recliners further adds to the property's unique offerings.

Commenting on PVR making inroads in Yamuna Nagar, Mr. Gautam Dutta, CEO, PVR Limited said, *"We have expanded our presence in Yamuna Nagar after our successful run in Gurugram, Panipat, Faridabad and Karnal. We aim to strengthen the foothold in many more tier 2 and tier 3 cities and we are certain to receive a positive response for this PVR property in Yamuna Nagar."*

With this opening, PVR strengthens its growth momentum in FY 2022-23 with **884 screens at 178 properties in 77 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 884 screens at 178 properties in 77 cities (India and Sri Lanka), serving over 100 million patrons annually. Since its inception in 1997, the brand has redefined the way out-of-home entertainment is consumed in the country. The 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, diverse content for regional movie goers, an array of formats in the premium screen category such as Director's Cut, LUXE, Sapphire, IMAX, 4DX, P[XL], Playhouse and PVR Onyx.

For further information, please visit: <http://www.pvrcinemas.com/corporate/about-us.aspx>

Follow us:

[https://twitter.com/ PVRCinemas](https://twitter.com/PVRCinemas)

<https://www.linkedin.com/company/pvr-limited>

https://www.instagram.com/pvrcinemas_official

<https://www.facebook.com/moviesatpvr/>

For media queries, please contact:

Pearleen Katyal | M: +9198990 26003 | E: pearleen@avianwe.com

Sanjana Vaid | M: +91 97114 88967 | E: sanjanav@avianwe.com