

12th July, 2019

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of Multiplex at “Gaur City Mall, Greater Noida, Uttar Pradesh”

Dear Sir,

We are pleased to inform you the opening of 9 screens multiplex at Gaur City Mall, Greater Noida, Uttar Pradesh. This multiplex is equipped with BARCO 2K projection system, 2nd generation 3D technology and Dolby digital sound.

With this launch, PVR now operates the largest multiplex network with of **794 screens at 168 properties in 67 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 Expands in NCR Region - Opens 9-screen Multiplex in Gaur City Mall, Greater Noida

~Introduces first P[XL] screen in the city ~

National Capital Region, 12th July 2019: PVR Cinemas, largest and the most premium film exhibition company in India, announced the launch of its **second** multiplex in Greater Noida today. To provide the local patrons with a convenient destination for movie-viewing, the new multiplex has been carefully planned in close proximity to major residential projects. With this launch PVR's total screen count in **Delhi NCR and Northern India stands at 124 screens in 30 properties, and 239 screens in 56 properties respectively.**

Strategically located in the highly developed catchment area of Greater Noida Expressway, the property spreads across an area of **75,785 sq. ft.** and has a seating capacity of **1,747 audiences.** The multiplex is integrated with best-in class theatrical solutions like BARCO 2K projection system along with Dolby digital sound and 2nd generation 3D technology to offer an enriching and enhanced movie-watching experience. In addition to technological advancements, PVR's bespoke hospitality services and premium features make it the next entertainment hub of the region.

Speaking on the occasion, **Mr. Sanjeev Kumar, Joint Managing Director, PVR Ltd. said,** "The PVR at Gaur City mall is designed to cater to audiences with varied demands from different age groups. It reiterates our commitment to take PVR experience to the suburban markets and to introduce new formats for the discerning audiences across geographies. We are certain that this property will offer a premium experience to the cine-goers and will be well-received in the region."

Commenting on the launch, **Mr. Gautam Dutta, CEO, PVR Cinemas said,** "We feel happy and excited to introduce the 9-screen multiplex with our unique format – PVR P[XL]. The property is strategically positioned with minute detailing of all the premium features to ensure each patron enjoys an engaging and enticing experience at the theatre. We are positive that it will meet our audience's expectations and we will continue to push our frontiers of innovation for enhanced movie viewing experience."

The vibrant interiors of the new multiplex offer a bright and welcoming ambience to the audience, while also featuring an extensive range of gourmet food options to be enjoyed in the comfort of recliner seating. Additionally, the customers have been provided with the convenience of redeeming PVR gift cards and enrolling for the PVR privilege membership at the cinema; alongside easy and hassle free ticket booking through the next-gen Quick Tix facility.

The new property is expected to witness the launch of **city's first P[XL] screen, India's first homegrown, extra-large, wall-to-wall big movie screen soon.**

With this opening, PVR stands at a total screen count of **794 screens at 168 properties in 67 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 **794** screens at **168** properties in **67** cities (21 states & UTs), serving 100 million patrons annually. While the total screen tally of the company stands at **794**; PVR offers an array of formats with premium screen category, which stands at 4 screens of Director's Cut, 33 screens of Gold Class, 08 of IMAX, 15 of 4DX, 08 of P[XL], 09 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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