

1st September, 2023

National Stock Exchange of India Limited

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Plot No. C/1, G Block,
Bandra Kurla Complex,
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BSE Limited

Corporate Relationship Department
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PJ Towers, Dalal Street,
Fort, Mumbai - 400 001
Fax: 022-22723121/1278

Company Code: PVRINOX/ 532689

Sub: Press Release

Dear Sir / Madam,

Please find attached the Press Release titled 'PVR INOX CELEBRATES HIGHEST BOX OFFICE MONTH OF ALL TIME BREAKS HIGHEST DAILY ADMISSIONS AND BOX OFFICE RECORD ONCE AGAIN IN QUICK SUCCESSION'.

This is for your information and records.

Thanking You.

Yours faithfully,
For PVR INOX Limited

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

Encl: A/a



PVR INOX CELEBRATES HIGHEST BOX OFFICE MONTH OF ALL TIME

BREAKS HIGHEST DAILY ADMISSIONS AND BOX OFFICE RECORD ONCE AGAIN IN QUICK SUCCESSION

September 1, 2023: PVR INOX, the largest and most premium cinema exhibitor in India, achieved the feat of highest-ever monthly admissions and Box office month of all time in August 2023. PVR INOX theatres across the country welcomed nearly 190 lac guests during the month and recorded a Gross box office revenue of ~INR 532 crores. These accomplishments were driven by the blockbuster performance of films released during the month notably 'Gadar 2' (Hindi), 'Jailer' (Tamil) & 'OMG2' (Hindi), 'Dreamgirl 2' (Hindi) alongside the enduring success of content premiered in July, namely 'Rocky aur Rani ki Prem Kahani' (Hindi) and 'Oppenheimer' (English).

Additionally, on 15th August 2023, on the grand occasion of India's 77th Independence Day, we welcomed 13 lac patrons and earned Gross box office revenue of ~INR 41.4 crores, thereby surpassing our previous record of achieving the highest ever admissions and box office in a single day in quick succession. The earlier record was set on 13th August, 2023 when we entertained ~12.8 lac guests and earned Gross box office revenue of ~INR 39.5 crores.

This record-breaking outcome reaffirms that consumer love for experiencing movies in an immersive, life-size cinematic environment is as great as ever. It is also an undeniable representation of Cinemas being the ultimate place to be part of a shared experience. It serves as a powerful affirmation of the exhibition industry's robustness and vitality.

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1708 screens across 361 properties in 115 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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