

August 11, 2022

PVR

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 4 - Screen multiplex in Venu Mall, Nizamabad, Telangana

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex in Venu Mall at Nizamabad, Telangana.

The cinema is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby Atmos sound to provide an unparalleled captivating and immersive experience.

With this launch, PVR now operates the largest multiplex network with 858 screens at 174 properties in 76 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



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 launches the first and the largest multiplex in Nizamabad *Nizamabad's royal and opulent cinema matches the grandeur of Nizams*

National, 11th August 2022: PVR Cinemas, the largest cinema exhibition company in India today announced the launch of its first multiplex at Venu Mall, Nizamabad, Telangana. Strengthening its footprints across key markets, the newly opened 4-screen property is integrated with best-in-class theatrical solutions and a host of personalized hospitality services to offer an immersive and seamless cinematic experience.

With this launch, PVR Cinemas consolidated its foothold in Telangana with **71 screens in 13 properties** and **299 screens across 49 properties** in South.

Located at the distance of about 175 kms from North-west of Hyderabad, the new property has a total seating capacity of 1212 audiences and marks the entry of the first national multiplex chain in Nizamabad.

To provide an unparalleled captivating and immersive experience, the 4-screen property is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby Atmos sound.

Speaking on the launch, **Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Ltd, said,** *“South has a strong base for movie culture and there is great scope for expansion in the backdrop of a vibrant film industry. Since the appetite for movie watching is higher in south, there is a wide acceptance to Hollywood and Bollywood movies among audiences. Our entry in Nizamabad is aligned to the company’s strategy to increase its presence in Tier-2 and Tier-3 cities to provide the local population access to best in class entertainment facilities and an enhanced movie going experience.”*

The cinema has a warm and welcoming ambience with visually dazzling interior with magnificent chandeliers in the foyer area, red fabric panels on audi walls with ‘V’ patterned DVD artworks of all great movies that accentuate the luxury experience. In addition, a wide range of gourmet delicacies served in the luxury of comfortable recliners further adds to the property’s unique offerings.

“Continuing with our endeavour to bringing world-class movie watching experience to every part of the country, we are proud to bring the brand’s first property in Nizamabad. The new multiplex will be the first theatre in the city to feature recliners in all auditoriums along with Dolby Atmos immersive sound experience. We are certain patrons will enjoy the superlative hospitality of PVR.” said **Mr. Gautam Dutta, CEO, PVR Ltd.**

There is a strong impetus on screen addition in PVR as it plans to add 120-125 screens in FY'23. With this opening, PVR strengthens its growth momentum in FY 2022-23 with **858 screens at 174 properties in 76 cities (India and Sri Lanka).**



About PVR Limited

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best cinema experience to different audiences. It currently operates **858 screens across 174 properties in 76 cities (India and Sri Lanka)** and serves 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

Pooja Swaminathan | M: +91 90043 53193 | E: poojas@avianwe.com