



March 30, 2023

National Stock Exchange of India Limited

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Company Code: PVR / 532689

Sub: Opening of 4 screen multiplex in Telangana and 5 screen multiplex in Dehradun

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex in Armoor in the state of Telangana and 5 screen multiplex at Centrio Mall, Dehradun.

The 4 screen multiplex in Armoor is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby Atmos Sound and 5 screen multiplex at Centrio Mall, Dehradun is equipped with the best-in-class theatrical solutions with SP4K Laser projectors that deliver ultra-high resolution, sharp, and bright images, advanced Dolby 7.1 surround sound and Next Gen 3D screens to offer an immersive and enhanced cinematic experience.

With this launch, merged entity now operates the largest multiplex network with 1680 screens at 359 properties in 115 cities (India and Sri Lanka).

Copy of press releases are enclosed.

This is for your information and to all concerned.

Thanking You.

For **PVR Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

PVR LIMITED

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PVR INOX LAUNCHES A NEW 4 SCREEN MULTIPLEX IN TELANGANA - MARKS ITS DEBUT IN A NEW CITY IN THE STATE

~The 4 screen multiplex in the city of Armoor marks the 19th property in the state~

National, 30th March'2023: PVR INOX, the largest and the most premium cinema exhibitor has announced the launch of a **new 4-screen multiplex** in Armoor in the state of Telangana today. The new cinema at Jeevan Reddy Mall & Multiplex, Vidya Nagar Colony in Nizamabad District will strengthen PVR INOX foothold in **Telangana with 106 screens in 19 properties** and in **South India with 523 screens in 94 properties**.

Armoor is one of the fastest growing cities in Telangana and one of the major educational centers in Nizamabad District. The cinema has a seating capacity of 1254 audiences with plush recliners and is equipped with cutting-edge cinematic technologies including 2K projectors, Next-Gen 3D screens and Dolby Atmos Sound.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX, said, *“With a diverse language base and high movie going index, the southern market has always fascinated us in our growth journey. We are thrilled to expand our presence in south as part of the merged PVR and INOX portfolio. The opening of our new cinema in Armoor in Telangana is part of our strategy of taking the modern multiplex experience to new cities and towns across the country. Cinema remains the number one out-of-home entertainment choice, due to affordability, accessibility, and limited location-based leisure activities among consumers in India”.*

The property is designed magnificently in contemporary style with stunning artwork walls and plasmas offering a sophisticated and vibrant experience to discerning audiences. In addition, the red in theme auditoriums with cove lights and crystal chandeliers in the foyer space provides a warm and welcoming ambience.

Commenting on the launch, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX,** said, *“PVR always seeks to be a part of the integrated retail development that our country is witnessing and we are continuously looking at partnering with new developers who are opening malls in Tier-2 and Tier-3 cities and our expansion in these cities is aided by this deepening footprint. With improving lifestyles brought about by a vast working population, movie going also needs to become more aspirational. Telangana has a young population, one of the prime demographical segments of movie going audiences. We are hopeful that our cinema will be well received by the patrons.”*

With this opening, PVR INOX has strengthened its growth momentum and has opened 168 screens across 30 properties in 24 cities in this fiscal.



About PVR INOX

PVR Limited completed the merger of INOX Leisure Limited, effective February 06, 2023. The merged entity is the largest film exhibition company in India with **1680 screens across 359 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> and <https://www.inoxmovies.com>

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PVR INOX OPENS A NEW 5-SCREEN MULTIPLEX IN DEHRADUN; INTRODUCES UTTARAKHAND'S FIRST 4DX FORMAT

National, 30th March'2023: PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of a new 5-screen multiplex at Centrio Mall, Dehradun today. The opening marks the launch of the first multisensory 4DX auditorium and the 2nd Cinema in the state of Uttarakhand and in the City of Dehradun.

With this opening, PVR INOX consolidates its presence in **North India** with **443 screens** in **101 properties**.

The Cinema is located strategically near Dehradun Cantt at Rabindra Nath Tagore Marg, Shakti Colony. The property has a seating capacity of 819 audiences with last row plush recliner seats for enhanced comfort. The cinema is equipped with the best-in-class theatrical solutions with SP4K Laser projectors that deliver ultra-high resolution, sharp, and bright images, advanced Dolby 7.1 surround sound and Next Gen 3D screens to offer an immersive and enhanced cinematic experience.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX said, *"We are elated to announce the launch of our second cinema in the foothills of the Himalayas, Dehradun in partnership with Unison Group. Uttarakhand provides a conducive environment for expansion in the state due to speedy development of infrastructure and investor friendly policies. We are introducing our much loved multi-sensory 4DX format for the first time in the state of Uttarakhand which will certainly prove to be a groundbreaking movie experience for the patrons here."*

The property is designed magnificently with curated artworks of prominent actors and the use of text and screens create a dynamic environment that raises the foyer to a cinematic gallery. While the 4DX auditorium has a Red & Black color theme, the other 4 auditoriums have a Teal color theme with Teal Fabric Panels with Highlighted 'V's. There are extensive F & B facilities in foyer area with concessions and kiosk with variety of menu options catering to patrons with delicious food and drinks.

"Dehradun is the capital and the most populous city of Uttarakhand and the education hub of northern India. It is becoming more urbanized with people looking for leisure activities and cinema serves as the ideal out-of-home entertainment destination. Our endeavor to include the 4DX format in our multiplex is part of our strategy to make movie going more experiential. 4DX brings out realistic emotions and feelings among audiences who live the movie than just watching it due to the revolutionary signature effects that work in perfect synchronicity with the action on screen. With this launch, we are confident of receiving a positive response and audience love for the new multiplex in Dehradun.", **said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX.**

4DX is the world's first 4D movie format that delivers a fully immersive cinematic experience by which movies are no longer bound by their visual and aural limits. 4DX's immersive cinematic experience presents the future of the movie industry and is widely considered to be the biggest innovation in cinematic technology to date.

With this opening, PVR INOX has strengthened its growth momentum and has opened 168 screens across 30 properties in 24 cities in this fiscal.



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