

27th June, 2024

National Stock Exchange of India Limited

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Company Code: PVRINOX/ 532689

Sub: Opening of 4-screen Multiplex at Prism Mall, Hyderabad

Dear Sir/Madam,

We are pleased to inform you about the opening of 4-screen Multiplex at Prism Mall, Hyderabad.

The Cinema features 4K laser projection, advanced Dolby ATMOS immersive surround sound and Next Gen 3D system.

With this launch, PVR INOX now operates the largest multiplex network with 1,757 screens across 362 properties in 113 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours faithfully,
For **PVR INOX Limited**

Mukesh Kumar
SVP - Company Secretary
& Compliance Officer

Encl: A/a.



PVR INOX Limited EXPANDS FOOTPRINT IN HYDERABAD WITH ALL 4K LASER CINEMA

~Brings Hi-tech Cinema experience to the Hi-tech City with cutting-edge technology~

National, June 27, 2024: PVR INOX Limited, the largest and the most premium cinema exhibitor in India has announced the launch of its new 4-screen cinema in Hyderabad with all 4K Laser Projection in all auditoriums. Located at Prism Mall, this state-of-the-art cinema promises an unparalleled movie-going experience with an extensive array of amenities for Gachibowli's cinephiles.

The new cinema will strengthen PVR INOX Limited's foothold in Hyderabad with 97 screens in 17 properties and in the state of Telangana with 110 screens in 20 properties and continues its expansion in South India with 579 screens in 102 properties.

Located just 7 Km fromHITEC City, Hyderabad's affluent IT neighborhood, PVR INOX Prism boasts an easily accessible location catering to tech professionals, residents of nearby high-rises, and students from esteemed institutions like the University of Hyderabad.

With a seating capacity of 950 audiences inclusive of celebrity recliners, the new cinema is equipped with the best-in-class theatrical technology to offer an immersive and enhanced cinematic experience. This includes the 4K laser projection, advanced Dolby ATMOS immersive surround sound and Next Gen 3D system.

Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited, said, *"Gachibowli is a destination for comfort, connectivity and convenience and we are thrilled to add a new entertainment landmark to the city of Charminar. PVR INOX Prism is the perfect destination for unwinding after work or enjoying a weekend outing with friends and family. With the launch of our Gachibowli multiplex, we hope to create a space where movie lovers can come together, share experiences, and forge lasting memories through the magic of the silver screen."*

The newly launched property has an exciting array of attractions. These include an upcoming shop-in-shop for movie merchandising, a hydroponics display at the foyer, and the Friday night special 'Old is Gold' Telugu karaoke.

The aesthetics of the cinema have a stunning Art Deco-inspired lobby, where grandeur meets functionality. Bold geometric patterns, sleek finishes, and thoughtfully placed pendant ceiling lights create a space that is both elegant and inviting. Multiple food outlets cater to diverse tastes, ensuring a complete entertainment experience.

PVR INOX

“Gachibowli is a dynamic hub of innovation and energy, and we're thrilled to bring the unparalleled movie-going experience of PVR INOX Limited to its heart. With our new INOX Prism Mall multiplex, we are not just offering cutting-edge 4K laser projection and plush comfort, but also creating a vibrant space where entertainment seamlessly blends with the district's lifestyle. We're confident that this new cinema will become a cherished destination for movie lovers and a testament to PVR INOX's commitment to redefining cinematic experiences.” **said Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1757 screens across 362 properties in 113 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, a wide range of F&B offerings, film and non-film content and array of formats in the premium screen category.

For further information, please visit: <http://www.pvrcinemas.com>

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