



September 26, 2022

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 6 - Screen multiplex at Grand Highstreet Mall, Hinjewadi, Pune

Dear Sir/Madam,

We are pleased to inform you about the opening of first Premium Extra Large P [XL] format 6 screen multiplex in Grand Highstreet Mall, Hinjewadi, Pune.

The cinema is equipped with newer ergonomic seating, celebrity recliners, self-ticketing kiosks, 4K Laser Projection, Dolby Atmos Sound and Real-D 3D.

With this launch, PVR now operates the largest multiplex network with 864 screens at 175 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
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 CINEMAS LAUNCHES PUNE'S FIRST MULTIPLEX WITH EXTRA LARGE SCREEN

~Introduces Pune's First Premium Extra Large P[XL] format with the biggest screen~

National, 26th September 2022: PVR Cinemas, the largest and most premium film exhibition company in India, announced the launch of its **first Premium Extra Large P [XL]** format in Pune that will provide an enigmatic cinema going experience and bespoke hospitality for audiences in the city. This comes up in its new 6 screen multiplex at Grand Highstreet Mall, Hinjewadi, Pune. With this launch, PVR Cinemas has augmented its presence in Pune with 37 screens across six properties and consolidated its foothold in **Maharashtra with 143 screens in 30 properties and 239 screens across 52 properties in West.**

The new 6-screen property features five premium audis in addition to the P[XL] audi with a total seating capacity of 1244 guests. The Cinema is equipped with newer ergonomic seating, celebrity recliners, self-ticketing kiosks, 4K Laser Projection, Dolby Atmos Sound and Real-D 3D. Each element in a P[XL] auditorium is designed to create an impact with mind blowing images, powerful sound and captivating 3D to make the movie going experience truly extra-large. This will be PVR's 10th P[XL] format in Pune after its success in Bengaluru, Chennai, Kolkata, Mumbai, Surat, Noida and Delhi.

Speaking on the launch, **Mr. Gautam Dutta, CEO, PVR Limited, said,** *"Having witnessed the stupendous growth of Indian cinema over the last 25 years, PVR has always gone an extra mile to make its cinemas more experiential. We are elated to bring our first P[XL] screen in Pune and it is the dynamism of these markets and evolving demand from audiences that keeps us assertive for bringing innovations and global standard of cinematic experience to every part of the country. With a strong film line up and a huge pent-up demand from movie connoisseurs, we are confident that our patrons will appreciate our new cinema for a holistic movie-going experience."*

"P[XL] reiterates our promise of reinventing in keeping up with the times and the ever changing entertainment landscape. We always strive to provide the best to our consumers and this sub-brand is a result of our strong R&D over the years and mapping different logistics. We are certain that the patrons here in Pune and later in other markets will enjoy our home-grown format and recognize our efforts," **he added.**

Adding to the overall ambience is a large continuous LED screen on foyer ceiling, multiple framed custom artworks with a "V" theme, celebrating legendary actors and actresses of Hollywood as well as Indian Cinema. The cinema will offer an extensive range of gourmet delicacies that cater to varied customer preferences.



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 864 screens at 175 properties in 76 cities (India and Sri Lanka), serving 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

Yashita Baid | M: +91 96504 52774 | E: yashitab@avianwe.com