

01st August, 2024

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: 022-22723121/1278

Company Code: PVRINOX/ 532689

Sub: Opening of 9-screen multiplex at Phoenix Palladium Mall in Ahmedabad

Dear Sir/Madam,

We are pleased to inform you about the opening of 9-screen multiplex at Phoenix Palladium Mall in Ahmedabad.

The Cinema is equipped with state-of-the-art cinematic technologies including captivating 3D technology, Dolby 7.1 Audio for powerful sound quality, and 4K laser projection for making movie viewing a larger-than-life experience.

With this launch, PVR INOX now operates the largest multiplex network with 1,752 screens across 359 properties in 112 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 (Formerly known as PVR Limited)



PVR INOX LIMITED LAUNCHES THE BIGGEST 9-SCREEN CINEMA IN AHMEDABAD FEATURING THE FIRST IMAX AND LUXE IN THE CITY

~Introduces the world's most immersive format, IMAX® in the state of Gujarat ~

National, 1st August, 2024: PVR INOX Limited, the largest and the most premium cinema exhibitor in India today announced the opening of its largest 9-screen multiplex at Phoenix Palladium Mall in Ahmedabad. With the launch of this cinema, Gujarat gets its first luxury cinema with IMAX and LUXE formats that will offer an unparalleled cinema viewing experience to its patrons.

With this cinema opening, PVR INOX Limited strengthens its presence in Ahmedabad with 36 screens in 6 properties and the state of Gujarat with 134 screens in 28 cinemas. The company consolidates its presence in Central India to 210 screens in 43 properties.

The new multiplex accommodates 1283 guests and is strategically located at Thaltej in the western part of Ahmedabad, a high-end catchment area well connected to the rest of the city through the Sarkhej-Gandhinagar Highway. The new cinema is equipped with state-of-the-art cinematic technologies including captivating 3D technology, Dolby 7.1 Audio for powerful sound quality, and 4K laser projection for making movie viewing a larger-than-life experience.

The cinema proudly introduces the first commercial IMAX® with laser theatre in Gujarat. IMAX® with Laser has been designed from the ground-up exclusively for IMAX® screens. The experience is set apart by its next-generation 4K laser projection system which features a new optical engine and a suite of proprietary IMAX technologies that deliver increased resolution, sharper and brighter images, deeper contrast as well as the most distinct, exotic colors ever available on-screen. The new experience also features IMAX®'s Surround sound technology to deliver greater dynamic range and precision for the ultimate in audio immersion.

Speaking on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, “We are thrilled to expand our presence in Gujarat with the opening of the largest cinema in Ahmedabad featuring the city and state’s first LUXE and IMAX® auditoriums. The evolution of next-generation destination shopping and entertainment centres is consistently leading the change in the market dynamics and PVR INOX Limited is taking the lead to be part of this evolutionary process. Our cinemas in these malls epitomize next-generation entertainment, offering audiences the finest global cinematic experiences.”

The Art Deco interiors of the cinema are sophisticated and elegant. All the facets, including the opulent LUXE lounge and custom backlit artworks with a ‘V’ theme celebrating legendary actors the patrons are in for an extraordinary visual treat. Ergonomic recliners and an elaborate gourmet menu served on the seats are other things that will add to an optimal viewing experience for movie and food connoisseurs.

PVR INOX

“We are delighted to unveil the biggest cinema in Ahmedabad, Gujarat, one of the most progressive states offering an investor friendly destination. This marks a significant milestone for us as we introducing our hugely successful LUXE and IMAX® format to this part of the city with a view to make the cinema viewing more experiential. With cutting-edge technology and a focus on creating immersive viewing experiences, we are confident that our advanced cinema will become the premier destination for movie enthusiasts in the region,” said **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited.**

About PVR INOX Limited

PVR INOX Limited is the largest film exhibition company in India with 1752 screens across 359 properties in 112 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 an array of formats in the premium screen category. For further information, please visit: <http://www.pvrcinemas.com>

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For media queries, please contact:

Pearleen Katyal | M: +91 9899026003 | E: pearleen@avianwe.com

Shobhit Tripathi | M: +91 8559077887 | E: shobhitt@avianwe.com