

31<sup>st</sup> May, 2024

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**Company Code: PVRINOX/ 532689**

**Sub: Re-opening of Mumbai's Heritage Lido Cinema into 3 screen modern multiplex.**

Dear Sir/Madam,

We are pleased to inform you about the Re-opening of renovated Mumbai's Heritage Lido Single Screen Cinema into 3-screen modern multiplex.

The Cinema is equipped with state-of-the-art projection and sound technologies including 2K laser projectors, Next Gen 3D and Dolby 7.1 sound.

With this launch, PVR INOX now operates the largest multiplex network with 1,760 screens across 363 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 REOPENS RENOVATED MUMBAI'S HERITAGE LIDO CINEMA AFTER THREE DECADES**

*~ Transforms the Heritage Single Screen Cinema into a 3-screen modern multiplex~*

**National, May 31 2024:** PVR INOX Limited, the largest and the most premium cinema exhibitor in India has transformed the historic Lido Cinema at Juhu Tara Road in Santacruz, Mumbai into a versatile and vibrant space while retaining its heritage charm. With this new restoration project, PVR INOX Limited has set a precedent for its commitment to preserve and restore iconic cinemas of the country.

Originally a single-screen cinema, LIDO has been designed into a stunning building with a seamless blend of modern features and the unmistakable beauty of its original Art Deco Retro charm.

The new cinema will augment PVR INOX's foothold in Mumbai to a total of 25 cinemas across 125 screens and 56 cinemas across 280 screens in Maharashtra. With this opening, PVR INOX consolidates its presence in Western India with a total of 376 screens in 81 properties.

Situated close to Mumbai's Chhatrapati Shivaji International Airport, the cinema has undergone a remarkable makeover, now converted into a three-screen multiplex that has a total of 326 seats. To offer its patrons an unparalleled movie-watching experience, it features state-of-the-art projection and sound technologies including 2K laser projectors, Next Gen 3D and Dolby 7.1 sound.

**Commenting on the opening, Mr. Ajay Bijli, Managing Director, PVR INOX Limited,** said, "The reopening of LIDO Cinema represents a significant moment for us at PVR INOX Limited. Such iconic cinemas represent the distinctive architectural legacy and fabric of the city that they belong to and we are happy that in reviving this historic cinema, we could preserve a slice of Mumbai's heritage and cultural identity. The unique appeal of the new cinema lies in its ultra-modern viewing experience that will be enjoyed by generations to come".

The interior of the cinema is done in an intriguing contrast of black, white, and grey stones with hints of blue. These stunning contrasts give the cinema an exclusive, grand, and sophisticated aura, matching the taste of modern cinemagoers.

The exterior of the cinema is as striking as its beautiful interiors. Its larger-than-life mural covering half the building with a massive PVR INOX Limited signage serves as a homage to the rich legacy of Bollywood film heritage and the cinemas of yesteryears and makes the cinema building unmistakably visible from a distance.

This transition of Lido Cinema, which first opened its doors in 1948 and was the oldest cinema in Juhu with wooden seats to its more recent renovation in 1979, and now to this modern and artistic avatar is synonymous with the changing preferences of movie watchers.



“LIDO Cinema has been a part of Mumbai’s landscape for almost eight decades. We are incredibly happy that our efforts to restore this cinema have helped it transition to an avant-garde experiential space. We have prioritized cinema aesthetics, technology, and experience of the moviegoers and hope for it to become the preferred movie-watching destination for people from all walks of life.” 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 1760 screens across 363 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 an array of formats in the premium screen category. For further information, please visit: <http://www.pvrcinemas.com>

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