

13th December, 2024

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Company Code: PVRINOX/532689

Sub: Opening of 6-screen multiplex in Dehradun at Mall of Dehradun.

Dear Sir/Madam,

We are pleased to inform you about the opening of 6-screen multiplex by the Company at Mall of Dehradun, Dehradun, Uttarakhand.

The cinema is equipped with cutting-edge cinematic technologies including 4K Barco projectors, Next gen 3D screens for crystal-clear, razor sharp, ultra-bright pictures and advanced Dolby 7.1 sound for high-definition audio. The property features six state-of-the-art auditoriums with a total seating capacity of 937, designed to elevate the viewing experience with premium amenities, leatherette recliners, USB chargers, swivel tables, and reclining motors for enhanced comfort.

With this launch, PVR INOX now operates the largest multiplex network with 1,749 screens across 355 properties in 111 cities (India and Sri Lanka).

Copy of press release is enclosed.

This is for your information and to all concerned.

Thanking You.

Yours sincerely,
For **PVR INOX Limited**

Ajay Kumar Bijli
Managing Director

Encl: A/a.



PVR INOX OPENS A 6-SCREEN MULTIPLEX IN DEHRADUN AT MALL OF DEHRADUN

~PVR INOX expands presence in Uttarakhand with 3 cinemas in the state, enhancing the cinematic experience in Dehradun~

National, December 13 2024: PVR INOX Limited, India's largest and most premium cinema exhibitor, announced the opening of a new 6-screen cinema at Mall of Dehradun. The new 6-screen multiplex marks the brand's continued expansion and commitment to providing unparalleled entertainment experiences across India. This marks PVR INOX's 3rd Cinema in Dehradun and the 3rd cinema in Uttarakhand expanding the screen count in the state to 16 screens.

With this cinema opening, the company continues to reaffirm its position in North India, offering world-class cinematic experiences to audiences in the region.

Located 30 minutes from Jolly Grant Airport in Dehradun, the new cinema offers seamless accessibility for movie enthusiasts. The property features six state-of-the-art auditoriums with a total seating capacity of 937, designed to elevate the viewing experience with premium amenities, leatherette recliners, USB chargers, swivel tables, and reclining motors for enhanced comfort. The cinema is equipped with cutting-edge cinematic technologies including 4K Barco projectors, Next gen 3D screens for crystal clear, razor sharp, ultra-bright pictures and advanced Dolby 7.1 sound for high-definition audio. Additionally, the property is designed to be inclusive and accessible, offering specially-abled-friendly seating options and dedicated pathways to ensure a comfortable and enjoyable experience for all patrons.

Commenting on the launch, **Mr. Ajay Bijli, Managing Director, PVR INOX Limited**, said, *"With Dehradun emerging as a smart city, the demand for modern, high-quality entertainment is increasing. We are excited to bring our premium cinema experience to this vibrant city. The new PVR INOX multiplex will provide moviegoers with an immersive environment that perfectly complements the city's growing infrastructure and progressive outlook and only provides a top-tier movie experience but also mirrors the city's forward-thinking vision by offering the latest in cinematic technology, comfort, and design."*

The cinema foyer features a modern design with sophisticated finishes like Symphony grey, Black Marquina, and Gold metal, creating an opulent atmosphere. The space seamlessly blends modern aesthetics with functionality, offering an inviting and opulent environment for guests. The property features extensive food and beverage facilities, including well-designed concession counters and kiosks.

These outlets provide a diverse selection of delectable food and beverages, catering to a wide range of preferences and further enhancing the overall movie-going experience.

Expressing his views on the launch announcement, **Mr. Sanjeev Kumar Bijli, Executive Director, PVR INOX Limited** said, *"We're happy to bring our immersive cinema experience to the city at the Mall of Dehradun, the perfect hub for movie-goers, offering an exquisite combination of luxury retail, high-end fashion, dining,*

PVR INOX

entertainment, and wellness. This prime location enhances the cinema experience, making it the ultimate destination for leisure and relaxation. With this opening, we're further strengthening our foothold in North India, bringing world-class cinematic experiences to a region eager for premium entertainment options. We are certain that the cinema would be a great destination for movie goers".

With this opening, PVR INOX has strengthened its growth momentum and has opened 256 screens across 43 properties in 28 cities since the merger.

About PVR INOX

PVR INOX Limited is the largest film exhibition company in India with **1,749 screens across 355 properties in 111 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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