

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

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**Company Code: PVRINOX/ 532689**

**Sub: Opening of 3-screen multiplex at Varam Central Mall in Machilipatnam,  
Andhra Pradesh.**

Dear Sir/Madam,

We are pleased to inform you about the opening of 3-screen multiplex at Machilipatnam, Andhra Pradesh.

The Cinema is equipped with latest 3D Freedo light technology with Dolby ATMOS Audio, 2K projectors and Next Gen 3D enabled screens.

With this launch, PVR INOX now operates the largest multiplex network with 1757 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 MARKS ITS DEBUT IN MACHILIPATNAM WITH THE LAUNCH OF FIRST MULTIPLEX IN THE CITY**

*~Opens a new 3-screen multiplex in Andhra Pradesh~*

**National, 31 May, 2024:** PVR INOX, the largest and the most premium cinema exhibitor in India has announced the launch of its first multiplex at Varam Central Mall in the city of Machilipatnam, Andhra Pradesh. With a seating capacity of 872 guests, this marks PVR INOX Limited's first establishment in Andhra Pradesh, post the merger.

The new multiplex features the latest 3D Freedo light technology for patrons to appreciate the films in stunning detail along with plush and comfortable sliders and recliner chairs for optimized comfort. With other state-of-the-art cinematic technologies like Dolby ATMOS Audio and 2K projectors, the patrons can expect nothing but a superior auditory experience. Another highlight of the cinema is its Next Gen 3D screens for delivering a truly immersive cinema experience.

**Commenting on the announcement, Mr. Ajay Bijli, Managing Director, PVR INOX Limited,** said, *"The fishing town of Machilipatnam is a vibrant and culturally rich city, known for its handloom industry and Kuchipudi classical dance form. We are delighted to strengthen our foothold in Andhra Pradesh with the opening of the first multiplex in the city of Machilipatnam. This new cinema, conveniently located, offers residents to savor a world-class cinematic experience without having to travel to Vijayawada. Given the significantly high movie consumption in South India, the launch of the new 3-screen multiplex aligns to our vision of accelerating growth in tier-II and tier-III markets. By catering to the local demand and providing advanced entertainment facilities, we aim to enrich the cultural landscape and contribute to the economic development of Machilipatnam."*

This cinema's interiors are as classy and captivating as the movies itself. Its sophisticated and muted elegance can be seen in the way its aesthetics and ambiance are set. All the auditoriums follow a different colour theme, giving the cinema a stunning depth.

*"We are thrilled to unveil Machilipatnam's first three-screen multiplex at Varam Central Mall. With a new entertainment landmark, the magical effect of the real big-screen offering the choice of movies under one roof comes to the doorstep of discerning moviegoers in the city. The multiplex will be the true symbol of the most contemporary, thought-out and well-appointed cinema-viewing experience. At PVR INOX, we are paving the way for expanded access to entertainment in untapped markets with cutting edge technologies, world class ambience, opulent comfort and exciting range of F&B options",* **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 **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, 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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