



February 05, 2023

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**Company Code: PVR / 532689**

**Sub: Opening of 4 screen multiplex at Pebble Downtown in Faridabad,  
Haryana**

Dear Sir/Madam,

We are pleased to inform you about the opening of 4 screen multiplex at Pebble Downtown in Faridabad, Haryana.

The cinema is equipped with best-in-class theatrical solutions including the SP4K next- generation laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audis feature advanced Dolby surround sound and Next-Gen 3D technology for an immersive experience.

With this launch, PVR now operates the largest multiplex network with 912 screens at 183 properties in 78 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

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## **PVR CINEMAS EXPANDS ITS FOOTPRINTS IN THE NORTH; LAUNCHES A 4-SCREEN MULTIPLEX IN FARIDABAD, HARYANA**

*~Consolidates its foothold in Haryana with 50 screens in 13 properties~*

**National, February 5, 2023:** PVR Cinemas, the largest and the most premium film exhibition company in India, announced the opening of its third property in Faridabad today at Pebble Downtown, Sector 12, Mathura Road. Strengthening its footprints across Haryana, the newly launched 4-screen multiplex located on the 4<sup>th</sup> Floor of the Mall is connected with Bata Chowk metro station through the pedestrian walkway. It would offer the city residents and consumers beyond the city the best-in-class movie experience.

**With this launch, PVR Cinemas consolidated its foothold in Haryana with 50 screens in 13 properties and 286 screens across 65 properties in North.**

The new multiplex has a total seating capacity of 786 audiences and has last row recliners to meet the discerning needs of customers. The cinema is equipped with the best-in-class theatrical solutions including the SP4K next-generation laser projectors that deliver ultra-high resolution, sharp, and bright images. Furthermore, the audio feature advanced Dolby surround sound and Next-Gen 3D technology for an immersive experience.

Speaking on the launch, **Mr. Ajay Bijli, Chairman and Managing Director, PVR Limited** said, *“Our endeavour is to craft new experiences and innovation for movie lovers across the country. We are extremely delighted to introduce our 13<sup>th</sup> property in Haryana, which reiterates our commitment to strengthening our presence beyond metro cities. We are consciously foraying into the rapidly expanding sub-urban markets to address the growing demands for the big-screen movie-viewing experience from audiences”.*

Styled in modern design language, a visually stunning foyer provides a warm and welcoming ambience. The seating spaces with metal and teal color gives a rich and vibrant feeling while the elegant chandeliers and the custom artworks with a “V” theme celebrating legendary actors and actresses enhances the beauty of the space. The concession serves a variety of menu options catering to varied choices of patrons. All the 4 audis are uniquely designed with colours of Red, Teal, Purple and Gold to give them a distinct identity.

*“We have expanded our footprint in Haryana and our presence includes Faridabad, Gurugram, Panipat, Karnal and Yamuna Nagar. Faridabad as a major satellite city is extremely strategic due to its connectivity with Gurugam, Noida and Delhi. It has emerged as a self-sustained living and working destination in Delhi-NCR and an additional cinema in the city will cater to the entertainment needs for the population living in the vicinity. We are confident that the new multiplex will be a delight for all moviegoers in the city”*, **said Mr. Sanjeev Kumar Bijli, Joint Managing Director, PVR Limited.**

With this opening, PVR strengthens its growth momentum in FY 2022-23 with 912 screens at 183 properties in 78 cities across India and Sri Lanka.



### **About PVR Limited**

PVR is an industry leader in India in the film exhibition business dedicated to delivering the best cinema experience to different audiences. It currently operates **912 screens across 183 properties in 78 cities (India and Sri Lanka)** and serves 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, PVR Onyx and PVR ICE Theaters.

**For further information, please visit:** <http://www.pvrcinemas.com/corporate/about-us.aspx>

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